

THE QUILL



**Sigma Delta Chi
Convention Issue**

NOVEMBER, 1958

Is It Eavesdropping?

Page 9

Courtroom Photography
In Georgia

Page 30

Airborne Editorials

Page 13

50 Cents

A MAGAZINE FOR JOURNALISTS

What's the biggest "woman's club" in your state?

*In state after
state it's the
millions of
trading stamp
savers.*



PHOTO BY HOWELL CONANT

by **AMY VANDERBILT**
Prominent author and
lecturer to American women's clubs

FROM what I see and hear traveling about the country, I predict a long life ahead for trading stamps. I base that on a very simple observation. Wherever I go I find that women like them.

Nor do I wonder that the American woman has taken them to her heart. Of course, it's the husband who's generally the family provider. But what housewife who saves trading stamps doesn't think of herself as a "good provider," too. And she is. Through her thrift and diligence in shopping where trading stamps are given, she provides "extras" for the family to enjoy.

Moreover, her devotion to stamps pays off handsomely for America's business firms. Last year she took home from redemption stores about \$500,000,000 worth of appliances, home furnishings and hobby equipment. Making these things gave employment to 75,000 people

in manufacturing plants and on farms.

And often the merchandise the housewife gets with stamps generates other spending. It gives her fresh ideas that send her out to buy other things at local stores.

American women live in an atmosphere where they can be free and independent in their thinking. They can shop where they like. It is significant that the women in 2 out of 3 families (I call them the country's largest "woman's club") shop regularly where they get a discount for cash in the form of trading stamps.

★ ★ ★

NOTE: If you would like to receive research material about the trading stamp industry . . . or answers to specific questions about stamps, simply write to The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York.

*This message is one of a series presented for your information by
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Bob Cleland, Standard sales representative (left), and I. G. Smallegan, plant manager.

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Dr. Omar Juveland, chemist in Standard's laboratories at Whiting, Indiana.

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Nugent T. Brasher (left) and Dearsal W. Beddo, geologists for Pan American Petroleum Corporation, a Standard affiliate.

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L. Van Paris Jr., Standard Oil dealer at South Bend, Indiana.

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THE QUILL

A Magazine for Journalists—Founded 1912

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NOVEMBER, 1958—Vol. XLVI, No. 11

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CARTOONIST OF THE MONTH

A native of Tennessee, Ralph Yoes, whose cartoon drawn for THE QUILL appears on the editorial page, has been the editorial cartoonist for the San Diego, Calif., *Union* for the last six years. He served with the Infantry in the Pacific in World War



RALPH YOES

II and on his return to civilian life attended the Art Students' League in New York City and worked as an artist for the New York *Daily News*. He now lives in La Jolla, Calif. and is a member of Sigma Delta Chi.

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The cover picture shows news photographers at work, covering a murder trial in a Georgia courtroom. This picture is an example of good courtroom photo coverage. Photographers remain seated and shoot from a special press section. In this trial the main concern of photographers often seemed to be to be unnoticed. Story page 30.

LOOK FOR IT NEXT MONTH

- THE ELECTRONIC REPORTER AND 'PACK HORSE' JOURNALISM**
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By William Blair
- APPRAISING THE INDUSTRIAL PRESS**
By Charles J. Morse

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From Quill Readers

THE QUILL'S NEW LOOK—

To The Quill:

Just a word to say how happy I was to receive a streamlined format this month when *THE QUILL* came to my post box. I was on the verge of writing in to ask when is *THE QUILL* going to get a new face and lo, you did it.

I guess I am especially enthusiastic because I have just fought through a face lifting, over the last twelve months, on my publication and I know it gives everyone, particularly the advertisers, a lift.

I know Mr. Clayton, as per his editorial, does not believe in making format a fetish but I do think it helps in this age of packaging.

JACK ERNEST GOODMAN
Production Manager
Mining Congress Journal

To The Quill:

I think the new format for *THE QUILL*, as shown in the September issue, is a real improvement. Congratulations!

This sort of thing needs to be challenged and re-examined from

time to time and I'm glad you have done it, and also that you have come up with such a good looking new package.

I agree with you that format is not important when compared with content, but an inviting presentation certainly can make it more attractive to the readers.

LEE HILLS
The Detroit Free Press
Vice President-Executive Editor

To The Quill:

I have just finished reading the September issue of *THE QUILL*, enjoying every article. All are well written, well chosen and thought provoking.

MARVIN H. TEGET
Henry Field Seed
and Nursery Co.
Shenandoah, Iowa

To The Quill:

This is just to say Congratulations on your new format. I like it. It seems to have more "openness."

DUDLEY B. MARTIN
Leonia, N. J.

To The Quill:

The September *QUILL* has just come in, and I wanted to tell you immediately how pleased I am. As you can imagine, I was astonished to see the magazine's new look. I congratulate you on it. It's a fine redesigned job, and it does credit to journalism's monthly magazine.

ODOM FANNING, Manager
Information Services
Midwest Research Institute

To The Quill:

Prof. Karl Zeisler, in his article, "Why Not Quit Beating Our Wife?," discusses Henry Steele Commager's recent criticism of the press and quotes Commager's attack on "all three Indianapolis papers" for poor reporting of his speech.

I wrote Dr. Commager June 16 pointing out that his criticism of Indianapolis newspapers was not based on fact and enclosed clippings of news stories which apparently he did not see. Additionally, I sent a copy of the letter to the University of Michigan. I have received no reply.

The newspapers of the United States, ours included, need and seek criticism. But, as I told Dr. Commager, they can benefit only from criticism based on facts.

E. S. PULLMAN JR.
Managing Editor

To The Quill:

New cover and makeup of *QUILL* excellent. Congratulations.

SOL TAISHOFF
Editor and Publisher
Broadcasting

To The Quill:

Congratulations on the outstanding job you have done in designing a new front cover for *THE QUILL*. You have come up with a design which shows excellent use of both white space and color. The design is simple, yet the name and the photograph stand out very clearly.

You have also done a good job in planning the heads for the feature stories. The new idea of designing heads somewhat on the order of newspaper headlines is a good one. It certainly makes for easier reading and gives *THE QUILL* more of the appearance of a news magazine.


ALBERT TODOROFF
Editor and Publisher
Freezer Provisioning



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EDITORIALS

Enterprise and Ethics

THERE is a fine line between news enterprise and news ethics. Frequently it is difficult to discern. I suspect many old pros would resolve the problem with greater ease than does the debate reported by Ira Lurvey in this issue of *THE QUILL*. It is news enterprise, they would explain, when you scoop your rivals. It is deplorable ethics when you are scooped through a stratagem you overlooked.

Perhaps the case in point does not appear serious enough to justify working up a lather. An enterprising reporter in Chicago found the acoustics surprisingly good in a hotel room adjoining the session of the major league baseball owners and was able to report what transpired at a closed-door private meeting. The result was a clean beat in a city where news competition remains keen. It can be argued that no one suffered from the eavesdropping, except that some baseball magnates were made to look a little ridiculous and the reporters who missed the story ended up with red faces.

Considerably more discussion was evoked over a similar case in Washington when a representative of a Washington columnist was caught in an alleged attempt to tap the private hotel room of the Boston industrialist, Bernard Goldfine. In neither case, however, has there been any convincing evidence that the collective conscience of the press was disturbed. The question raised here is: Should we be disturbed?

● One of the stock arguments on this issue is that the end justifies the means. If the readers are entitled to know the facts, the truth is its own defense and it does not matter how the facts were obtained. The same school of thought insists that newsgathering is something akin to boxing, love and war—the participants are expected to protect themselves at all times.

I grew up in the newspaper business in an era when this philosophy was almost universally accepted. Reporters were expected to get the story—or else. They usually respected a confidence, once it was given, but it was surprising how many technicalities could be invoked to get around such a promise and I learned early that the editor did not always consider himself bound by a commitment made by his reporters. There were other tricks of that era not found in journalism textbooks.

In retrospect some of those practices seem shabby now. There are not many newspapers which would countenance them today, and certainly there is less of a tendency to boast about them. The fact that a group of newspaper reporters is moved to question the propriety of eavesdropping is an indication of the changing standards of news conduct.

● However, journalism, as a profession, has shown a remarkable reluctance to consider ethics as a practical guide. We have codes of ethics, to be sure, and they are impressive when handsomely embossed and hung on the wall of the editor's office. But beyond that point, newspapermen seem to feel that moral rules are somehow an insidious form of censorship. This cynical observation is particularly valid when a code of ethics goes beyond the high-sounding principles of public service and responsibility and proposes to spell out specific rules of professional conduct.



Drawn for *THE QUILL* by Ralph Yoes, San Diego Union
BELLS WITH A MISSION

One widely accepted answer is that the reader, in the last analysis, sets the standards of press conduct and enforces them through his right to subscribe to or to stop taking the newspaper. Presumably the same theory applies to the air waves, so long as the listener remains interested enough to turn off his set.

Experience has taught me that this is a subject which provokes strong opinion, and stronger debate. I am aware that my neck is conspicuously exposed, but I am not yet persuaded that this theory is valid—or that it is the conclusive resolution of the problem. As one of the Chicago newsmen put it: "Someday, maybe, we are all going to have to decide exactly where we stand."

Authoritative Voice

THROUGH the years Sigma Delta Chi has been one of the respected voices of journalism. This month when the delegates gather in San Diego for the fraternity's forty-ninth annual convention, Sigma Delta Chi will again speak for the profession on such vital issues as freedom of information and press responsibility. We have been in the forefront in the long fight for the people's right to know and under the militant leadership of the fraternity's Freedom of Information Committee, impressive progress is being made. The report of this committee will focus national attention on this issue.

There are other matters that will occupy the attention of the delegates, but there will also be time for fun and fellowship, and it is safe to predict that the 1958 convention will mark another significant milestone in Sigma Delta Chi's nearly half century of service to the profession.

CHARLES C. CLAYTON

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SCRIPPS-HOWARD NEWSPAPERS

Some Say It's Good Reporting

Others Call It Eavesdropping

By IRA LURVEY



IRA LURVEY

IN a corner of a Chicago hotel early in September, just across the hall from a room filled with pictures of Abraham Lincoln, an enterprising reporter turned in an old-fashioned scoop and wound up making more news than the people he was sent to cover.

It all began, innocently enough, with a rather anti-climactic closed-door meeting of major league baseball officials.

The reporter wanted to find out what such a meeting was like.

He did.

The paper bannered his story: "Inside Baseball Meeting."

"Around a green felt-covered table they sit," the story began. "They have ash trays, note pads and ice-water pitchers and this is what they say:"

The story went on to include a number of quotes.

—Clark Griffith on Washington's colored situation. ("It's a problem.")

—Will Harridge on what to tell the waiting press. ("Just repeat your statement of last night, Clark.")

Other papers played their pieces straight: Griffith would stay in Washington—as was learned the night before—and most of the day's talk had concerned the bonus rule.

It wasn't until the following afternoon that the other writers covering the meeting saw the "inside" story.

● "Good job," a fellow writer told the "inside" reporter. "How'd you get it?"

"I was in the next room," the reporter answered. "I listened in."

The resulting explosion nearly cracked every milk glass in the press room.

"Bad ethics," some yelled. "Bad bad bad."

"Good reporting," others replied.

The question soon became: "Was it

right to eavesdrop? More so, was it right to boast of the eavesdropping?"

Official comments on the eavesdropping were understandably few. The incident itself was hardly unique. It was the issue which provoked discussion. One newspaper carried an item about American League club owners being "up in the air" over alleged "bugging" of their meeting.

A Chicago *Daily News* official emphatically denied any electronic devices were used to spy on the owners. The American League made no further official comment. *Daily News* columnist Jack Mabley, however, observed:

"The hubbub over an enterprising reporter reporting legitimate news is symbolic of the entertainment industry's attitude toward journalism."

● "The baseball owners want sports reporters to be parrots for their press agents. All stage plays should be smasheroos. All movies terrific. All baseball teams contenders. All boxing shows sensational."

"And all the news of business meetings filtered through press agents."

BEHIND THE BYLINE

The question in press ethics discussed on this page is posed by **Ira Lurvey**, who has been a staff writer in *United Press International's* Chicago office for the past two and a half years. A journalism graduate of the University of Illinois, Lurvey was sports editor of the *Daily Illini* during his undergraduate days. He wrote sports for a year for the *Champaign, Illinois, News-Gazette* and has been on the news staff of WHAS and WHAS-TV in Louisville.

Other questions soon followed:

—Are there ethics in journalism? If so, what are they?

—Is there such a thing as overcovering a story?

—Is there a difference between sportswriters and newsmen?

—Is journalism a profession or a trade?

—Are journalism schools falling down in their duty of being the profession's ethical proving ground?

● The discussion waxed hot. For every argument there was a rebuttal. Names were unimportant. Examples were vague. It was ideas which fed the fire.

"The stories (written by Bill Furlong of the *Chicago Daily News*) were in the finest tradition of journalism," some said.

What, then, are the ethics of journalism? others asked.

"They're a thin line," one newsman said. "Look at it this way: is it less ethical to listen in against a wall than to accept a story given you—and only you—by a contact? The number of so-called 'leaks' now-a-days is legendary."

"Well, what do you do if you simply don't know many 'inside' contacts who are willing to keep things from others so you can have an exclusive? Are you supposed to just shrivel up? Not me, thanks. You just go out and get the news any way you can."

Then is everything ethical? Is journalism a living symbol of any means to an end?

"Not that far," another newsman said. "The truth is the line. If the thing is the truth, you print it. Oh, I know, you'll say you have to avoid untruths because of libel laws. But I think it's deeper than that. In the early days of newspapering, all kinds

of exposés would get into print. It wouldn't matter whose reputation was ruined. If it was untrue, or on the border line, so what? It'd sell papers, wouldn't it? Sure, they could sue, but wasn't the damage already done. That kind of thing is rare these days. So we have gained ethics, haven't we?"

The truth, then, is the sole line for ethics?

"It's more than even that," someone else added. "There are other things. Confidence, for instance. If someone tells you something in confidence, you're honor-bound not to reveal it. Often I've told news sources who offered me things in confidence, 'Don't tell me that if you don't want me to print it. I don't want to hear it under confidence because I'd rather try to dig it up myself so I can print it.'"

● Someone else ventured that each situation carried its own set of rules.

"It sort of seems that the bigger the thing at stake the more leeway one is given in going after it. The things that might be considered top reporting in going after a war story would look awfully rough in covering a parent-teacher conference. Sometimes, it seems, the flag goes up and stays, 'Men, on this story, behave.' Other times, you know there is no flag. It looks like sportswriting waves a lot of flags."

Sportswriters are a breed apart, then?

"Maybe we are, in a way," a sportswriter said. "Maybe things have become too easy for us. Maybe we've gotten too used to lush press rooms and we've become little more than middle men between sports publicists and the public."

Idealists interrupted that journalism—especially in the coming era of hyper-communications in a technically closing world—should rank with law and medicine. Journalists, they said, should behave in a manner befitting such professional stature.

● "The career of journalism offers a new frontier," one said. "Never before have such large groups of people had so great an opportunity to control their own fate. The key to the whole thing is information and education. Journalism is the lone answer. I know this sounds like a soapbox but we're at the stage law was when they signed the Magna Carta—or medicine when they discovered which way blood ran through the body."

"It's got to start in the schools," someone else said. "Students must be taught early that careers aren't made on one 'big' story. They must realize that obligation and responsibility are

attached to power. The schools must step into the profession's ideological vacuum. It may be more important to realize what a story can do than how to set one in type. And, perhaps too many journalism students have the idea they'll just be reporters long enough to grab a good public relations job so why bother to learn what a real reporter is like. Journalism as a profession is being drastically undersold—by journalists."

Is there such a thing as overcovering a story?

● "This so-called big exposé of the baseball meeting was no more than a scoop of sawdust," one sportswriter said. "Listening in through the ventilator produced nothing that couldn't have been gotten from talks with owners after the meeting. That's how we've functioned in the past. We've cornered the owners we knew and asked them what happened. They told us—usually—and there we had the same story we'd have gotten by eavesdropping. Besides, the contacts kept on talking to us, meeting after meeting. You listen in once and that's it. So what was gained with this exposé? Newspapers were sold, that's what. And our problems were aired in public."

● "That's a bit drastic," someone cut in. "Hypoing a story, though, may be the most unethical thing of all. Getting the public to fall for a big to-do over nothing may be dangerous. Sure, it may up circulation—for a while—but it's like crying 'Wolf.' Eventually,

people will get so immune that they'll pay hardly no attention even to the important things we print."

But was it right to boast of the eavesdropping? Perhaps one might use information obtained by eavesdropping but play down how it was gotten.

"And you feel that would be more honest?" some asked. "This way, at least, we have an issue out in the open. We can debate and discover just where we stand. At least, that's what we should do. Like as not, though, we'll just forget the whole thing in a month or so."

"But look at it this way," a newsman said. "In a society where the press cries out against the public saying, 'So what' about corruption in government . . . where it's the newspapers that expose a fraud in television quiz shows while the public makes jokes about it . . . where it's the papers that press for civic reforms and plead for better schools—in a society such as this, where corruption is becoming the rule rather than the exception, are newspapers going to stand up and say: 'Little children of the world, eavesdropping is perfectly ethical. Nothing should be any more private than the security you set up to guard it.'"

● "A point," someone conceded. "Someday, maybe, we're all going to have to decide exactly where we stand."

If the someday were today, where do we stand?





What makes a newspaper great?

Most Americans complete their formal education at age 17 or 18. For the rest of their lives, they acquire the bulk of their new information and ideas from the "university at their doorstep"—the daily newspaper.

Like a university, a good newspaper needs a faculty of specialists learned in many fields—science, government, industrial relations, medicine, politics, education, religion, criminology, economics, to name a few.

One measure of the caliber of an educational institution is the outside recognition accorded its faculty. So, too, a newspaper.

Since January, 1958, some 15 national awards have been bestowed upon the Minneapolis Star and Tribune and members of their "faculty" by organizations whose purpose is to recognize outstanding achievements in varied fields of journalism. These include a Pulitzer Prize for investigative reporting of corruption in labor unions which stimulated the recent congressional investigations; awards for excellence in reporting and commentary on medicine, foreign affairs, education, Washing-

ton news and minority problems, and awards for outstanding photographic reporting.

Newspapers do not print stories to win awards. The awards do, however, offer one good measure of the fact that, in fulfilling their obligations to report the news and inform their readers, the Minneapolis Star and Tribune have dug a little deeper, reported a little more skillfully and completely, worked a little harder to do worthwhile things for the community and nation.

Another meaningful measure of achievement is the acceptance these newspapers have earned in the area they serve. In the great $3\frac{1}{2}$ -state region called the Upper Midwest, the newspapers regularly received and read in the most homes are the

Minneapolis
Star and Tribune
EVENING MORNING & SUNDAY

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JOHN COWLES, President

Copr., 1958, The Minneapolis Star and Tribune Co.

Some Recent Awards

To: CLARK MOLLENHOFF, of the Minneapolis Star and Tribune and Des Moines Register and Tribune Washington Bureau, Pulitzer Prize for national reporting.

To: SCOTT LONG, Sigma Delta Chi award for editorial cartooning.

To: VICTOR COHN, Albert Lasker Award for medical reporting.

To: EARL SEUBERT, named "Newspaper Photographer of the Year" in the NPPA—Encyclopaedia Britannica—University of Missouri competition.

To: ROBERT HEWETT, National Headliners Club award for foreign reporting.

To: RICHARD P. KLEEMAN, Education Writers' Association award.

To: RICHARD L. WILSON, head of the Washington Bureau, special honorable mention, Raymond Clapper Memorial award competition.

To: GRAHAM HOVEY, Overseas Press Club of America citation for interpretation of foreign affairs.

To: THE MINNEAPOLIS STAR AND TRIBUNE, Sigma Delta Chi award for public service.

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Is There A Place For Airborne Editorials?

By RICHARD D. YOAKAM



RICHARD D. YOAKAM

AMERICA'S top radio-TV news directors are studying the air editorial as carefully as they would the story involving the station's top sponsor in a scandal. They want to get the story, but they want first to be dead sure of the facts.

The responses to a recent survey conducted by the writer, through the Indiana University Media Research Bureau, show: 1) A majority of news directors do not now editorialize. 2) If they do editorialize, the effusions are likely to come only when the need arises. 3) A pattern of management involvement in editorial policy is clearly developing. 4) There is a strong feeling for keeping comment and news plainly separated, and balancing comment with both sides of the controversy. 5) Those who do editorialize respect the vast amount of work required. 6) Many news directors suspect their "depth reporting" often is comment itself. 7) Editorials and depth reports are very widely listened to.

Of 107 who answered the questionnaire, sixty-two said they do not now editorialize. Forty-five said they were presenting editorials as such, and the majority of those only when the news directors or news staffs feel the need for a comment. About 10 per cent of the individual station news directors said they permit, under semi-controlled circumstances, opinion on regular newscasts.

● Much more activity was shown in the area of the "depth report." Sixty-two said they present such longer-than-news-story or background treatments frequently. Another thirty-four said they go into such activity from time to time. And, among those who also said they editorialize, there is a slightly higher likelihood that they also do depth reporting, although there was also a high level of depth reporting among those who do not editorialize.

It is clear from the comments, many of them quite detailed, that the American radio or TV station news director feels on much safer ground when he is doing depth reports rather than editorials.

In this area there was general agreement with the statement of one news director who said: "I fail to see how you can analyze or take apart a piece of news to see what makes it tick, without expressing some opinion." And, many clearly suspect that their depth reporting—to which they attribute great success and listener acclaim—sometimes goes to the brink of editorial comment, if not actually over the edge.

● This attitude is not unexpected, nor without some elements of the conditioned reflex theory. Traditionally, American radio and TV newsmen have clung to the idea that an individual station's newscasts—leaving commentators and analysts out of it for the moment—are one place at least where the news-hungry man can get unbiased reporting. Just the facts, quickly, accurately, without comment or editorial slant; that has been news policy and the chant of radio-TV news promotion for decades. Radio news directors have told thousands, anyone who would listen, that radio may not have an editorial page—again excluding the network commentator—but that it does give the audience the hard news.

Shortly after World War II a survey showed that segment of the American public questioned "trusted" the news it heard over the radio more than the news read in the newspaper. True this was partly because the Federal Communication Commission rules at that time forbade editorialization . . . and this fact probably was known by the public. The idea of "equal time" to candidates or those who felt they had the right to answer back must certain-

ly have given an added emphasis to the aura of "fairness" surrounding the reporting of broadcast news over the last twenty years.

Now all this has changed. Industry leaders, even the chairman of the FCC himself, are urging radio-TV newsmen to take up the editorial cudgel. Despite apparent conflicting opinions within the FCC itself—and the still existent policy of equal time to those who are bruised—the push is towards freer comment and criticism on the airways.

If a pattern is emerging at all at this early date in the much talked about air editorial push, it is that management is taking a firm grip on the opinions expressed. It might be difficult to prove, but it is the author's feeling that the push itself comes from management.

● The area of the air editorials—with the network commentator much less a feature of today's typical broadcast schedule—certainly is attractive from a sales point of view. How often have we all heard: "If you'd just get on there and take a crack at someone, then we could sell that"? But, not all managers are as cynical as that; many

BEHIND THE BYLINE

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truly want their station to assume stature in its community through taking an editorial stand, and present a new dimension of local news. As newspapers have found, the editorial page is a prestige area.

But, as newspaper editorial policies have already largely reflected the general view of their publishers, so now many radio and TV editorials must first have the stamp of approval of the station management before being put on the air. This is not meant to say that the station managers themselves are putting the blue pencil to views they do not themselves share, but prior management approval of the editorial position the station is assuming is a fact in many editorial operations today. And, it is not unusual, according to the survey, to have the station manager or other management representative actually voice the editorial.

● At least one news director has been elevated to the Olympian heights of a vice-presidency after starting a widely publicized regular editorial campaign. Others say, and this may be the most significant revelation of all, they prefer to have the management voice the editorials, since this maintains what they feel to be an important separation of news and comment—the historic shield on which radio and TV news has placed its honor and won public support.

It is also noteworthy, although not enough of this kind of response came in, that newspaper-owned stations seem to leave the editorializing strictly to the parent newspaper.

While some stations have for a number of years maintained a regular editorial period, and while some more recent editorial presentations have brought a few stations wide publicity and critical acclaim; about half who do editorialize do so only when the need arises. And, the heaviest vote in the entire survey went for a clear separation and labeling of editorials as such.

While most of the news directors who answered feel the need for separation of news and comment, and some are willing to give the whole job to management, nearly all felt the need for strong management support before starting either editorials themselves, or even depth reporting.

● One news director said: "The first requirement is an aggressive and fearless station manager, able to withstand some of the controversy and criticism bound to be stirred up."

Another said: "... naturally we confer with the station manager on subject matter ... it couldn't be any

other way, since we are, whether we say so or not, taking a stand as a company. Sometimes we disagree, but our ideas have never been turned down by management."

● It may be a paradox, in view of the comments above, but the actual job of writing the editorials, the brain work and the paper work, are left up to the news director. Thirty-four of those already in the editorial camps said they, as news directors, write the editorials. Twenty-four news directors said they have this job exclusively, another twelve said another member of the news staff was assigned the job, and eighteen said they write them only after a staff editorial conference.

Twenty-two news directors said the manager often suggested editorial subjects, and eighteen said they "sometimes" got what they asked for, but all tried to make it clear they work with, rather than against, the management in this area.

Above all else, these news directors stand in awe of the amount of work involved in presenting either editorials or depth reports, or both. The seriousness of the job was proclaimed by nearly all. If there is a gospel to be preached, it is—to summarize scores of similar remarks—know what you're talking about, take the time to be right, have the professionally trained staff that can do the job; or don't try it.

It will probably cause knowing laughter in editorial rooms of newspapers across the country, but the radio-TV news editors of America have learned that good editorials require research, time, skill, brains, and courage.

● A New York news director put it this way: "It appears to me that any number of newsmen, once they've tasted the blood of editorial victory, become obsessed with their own power. After one year's success with daily editorials we know we have listeners. They write in, and the mail asking for copies of editorials has frightened us; simply because of the responsibility involved."

He goes on: "The first mistake made by any novice ... is to realize that people like the 'give-'em-Hell' type of piece best." Public reaction along the lines of "you sure told 'em, boy" ... encourages more of the same ... till that's all you write, whether you have anything to say or not.

"We regard our editorial page of the air a place where, within limits, we can say what we want. We've brought charges against the police chief by constant editorial pressure ... have praised the Chamber of Commerce for constructing a small

flower bed in an unsightly corner ... the editorial which created the most interest in the last year was a family piece I did on my wife's birthday."

Another comment brings a little more light and reflects the paradox that newspaper editorial writers have found themselves in for many years. "Take the case of annexation in which we are at present interested. The city seeks to take over all of our suburbs, including some farm land ... as a suburbanite faced with at least double taxes, high local improvement costs, higher assessments, I don't personally like it ... I don't feel I could editorialize on it so ... so we've bent over backwards to present both sides of the controversy."

● If there is a difference between the editorial and depth report on the air—as the news directors see it—it is in balance. Most insisted on the need of presenting both sides in depth reports. An overwhelming number of the newsmen, 80 per cent, said they present only the facts in depth reports, and let the audience draw its own conclusions. The other 20 per cent are pioneering in "slant" ... they either draw spoken conclusions after presenting the facts, or admittedly present the material in such a way that the conclusions they want the audience to reach are clear.

Two-thirds of the news directors said they want to go further into depth reporting, to the point of creating a "depth report unit" to aid their news operations, if possible by adding to the staff.

For the really dedicated editorial writer, some of the techniques used, particularly in radio stations, would represent Valhalla. One station broadcasts one-minute editorials ten times a day, changing the copy each week and rotating editorials on from five to seven subjects. With this have come successful results in not only gaining the goal of the editorial campaign, but receiving public acclaim for it. Most of the stations said, however, they broadcast one or two editorials a day ... usually on separate programs at regular times, but sometimes on regular news programs—clearly separated from the news—and as the need arises.

● In this regard, there was a considerable body of opinion that air editorials should not be presented on a regular basis. A substantial number of the editors who do editorialize, seem to feel that regular editorials would diminish the impact.

One widely known news director said: "We limit our editorials to oc-

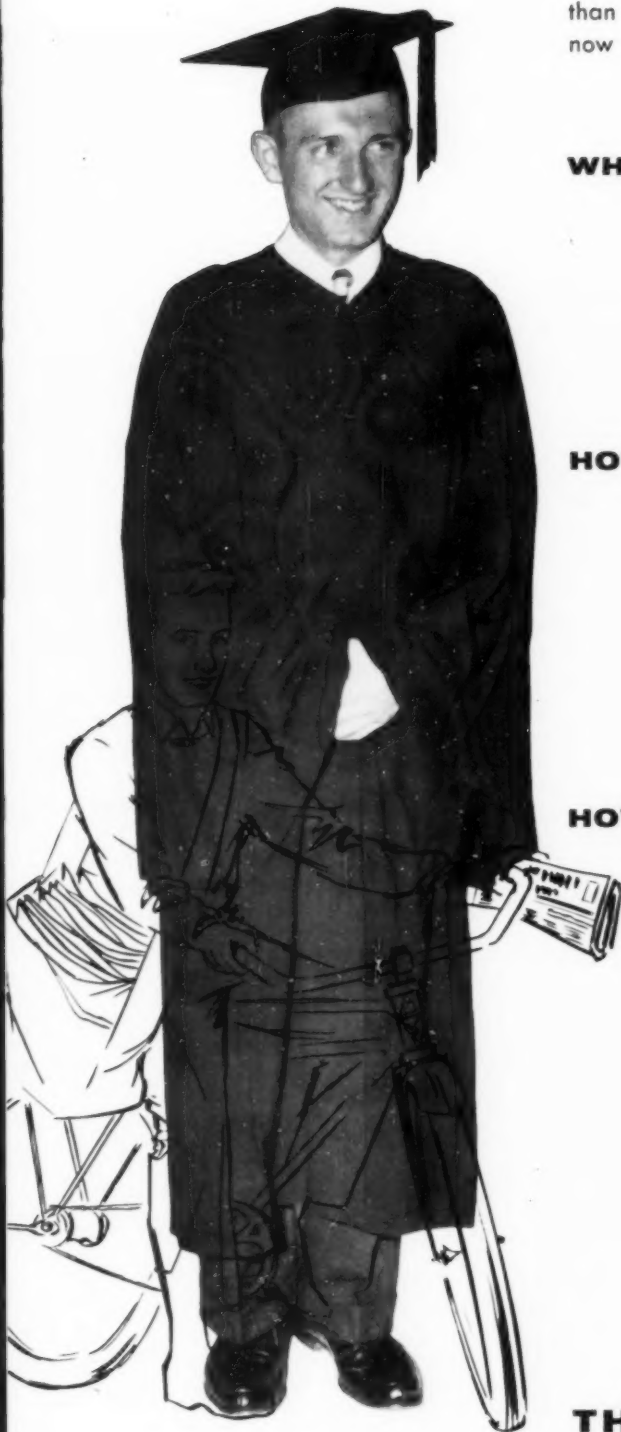
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SIX YEAR PROGRESS REPORT

of the Frank Gannett Newspaperboy Scholarships

"Of all his benefactions, none interested Frank Gannett more than the Newspaperboy Scholarships started in 1952. The results now apparent clearly justify his original hope for the program."

. . . Paul Miller, president, Gannett Co. Inc.



WHAT IT IS: A philanthropic corporation, Frank Gannett Newspaperboy Scholarships, Inc. was established by the late Frank E. Gannett, founding publisher.

Each year \$3000 scholarships are provided jointly by the Foundation and participating newspapers, payable over a four year term. They are awarded to 35 outstanding carrier boys on the 22 newspapers of the Gannett group. Choice of a college is left to the boy.

HOW IT WORKS: Scholarship winners must have carried Gannett newspapers for at least one year. Applicants are judged by a local committee which evaluates a boy's general school record, his ability as a newspaperboy and his community activities. His customers, school principal, district manager and businessmen are asked about his character, reputation and ability.

On the basis of these reports, scholarship candidates are recommended to the Foundation board of directors which announces the winners.

HOW THEY'RE DOING: Since 1952 there have been 227 scholarships awarded—almost \$700,000 has been spent, or committed, for the program. What has it shown about the quality and ability of highest type American boys?

Noteworthy are the generally high scholastic achievements and the fact that more than half are continuing college for advanced degrees. A significant number are seeking careers in top-level industrial management, teaching and college administration, and the clergy.

Aside from military service, average salary of the 1956-57 graduates is \$5,521. In college, average four-year earnings on part-time jobs were \$1890.

Award winners are more than justifying their selection—they are doing an outstanding job in meeting the challenge of higher education, business and professional life.

THE GANNETT NEWSPAPERS

Gannett Newspapers Building—Rochester 14, N.Y.

THE program at a press association's meeting earlier this year was running behind schedule. The presiding officer whispered to the final two speakers of the morning, "Can you boys trim your remarks to fifteen minutes each so we can get to lunch on schedule without carrying anything over into the afternoon program?"

I was just back from a three months study of the press in the Republic of Korea. The other speaker, a weekly newspaper publisher and state legislator, had made a world tour. Now he had fifteen minutes to cover his topic—"Report on the World."

Millions of American dollars and thousands of American lives have been expended in Korea. Thousands of United States troops remain there and we continue to invest millions in economic aid, hoping to make that little country strong and free, for its sake and ours. So perhaps American journalists can spare "fifteen minutes before lunch" for an all-too-incomplete commentary on Korea.

● Korea is one of the outposts of the free world, sticking up defiantly and bravely for independence and freedom while sitting under the shadows of both Russia and Red China. The voice of a free Korean press makes an impact upon these threatening neighbors and uncommitted countries and peoples far out of proportion to any standard measurement of readership or influence. This vigorous, free voice from a land and a people, who so recently have suffered at the hands

KOREA—Outpost f

of ruthless Communism, is the most effective counter propaganda possible. America might well afford to give up a few comic books if that newsprint could help feed the presses in Korea.

● Much of what Americans "know" about Korea is based on a little information and a great deal of misinformation. Our GI's who fought in that mountainous little "land of the morning calm" and those who now "sweat out" their sixteen-months duty tours there, most often have been led to expect the worst. But I shall resist the urge, almost an obligation, to recount in summary the fascinating history of this ancient culture and highly civilized—if not so "gadgetized" as we—peninsular people. But let's look at the status of the Korean press and the conditions under which it now operates.

I was in Korea too long to be an expert. I watched politicians, statesmen, and journalists fly in and out at Seoul's Kimpo Airport for a forty-eight hour look around and quick series of arranged briefings and interviews with "key" Korean and American officials. They left, well informed, expert, and ready to speak and report with great wisdom on the complex



Korean news rooms are poorly lighted, cold in winter, and quiet because reporters write their stories with pens like the old "postoffice pens" in this country. Standing at left is the city editor of *The Chosen Ilbo*, Yu Keun-ho. Standing at the

By D. WAYNE RO



problems and issues surrounding Korea, of course.

There was only one American news correspondent, in residence, in Korea. Correspondents find life more comfortable, convenient and gay in Tokyo, where I suspect an objective understanding of Korea is less attainable than from stateside. Periodically one of these "Far East" correspondents leave the bright lights of Tokyo and the Foreign Correspondents Club for a two or three days' refresher look inside Korea. *United Press International's* Charles Smith, rushed down

Choi Byung-woo, editor of the English language *Korea Times*, and D. Wayne Rowland, visiting American journalist, stand over Hong Chong-in, respected editor of *The Chosen Ilbo*. The younger Korean newsman was a war correspondent for *The Chosen Ilbo* during the Korean War.

for Press Freedom



corner of the desk is the editor-in-chief, Hong Chong-in. News staffs are large—thirty or forty reporters and sub-editors for a four-page daily. The copy boy, in schoolboy uniform, attends classes evenings.

ROWLAND

to cover the Quemoy story in early September, has been the only American newsman living in Korea. Other bureau offices are staffed by Koreans. Some of these native journalists are top newsmen, but they cannot get to the news as directly as can an American. The doors of officialdom open more readily for Americans. Many Korean newsmen think every foreign news service should have one of its own people heading its bureau.

● There are in the Republic of Korea, population 22,000,000, forty-one daily and eighty-one weekly newspapers of general circulation. At least these, and 371 other periodical publications of many kinds, all held permits or licenses from the Office of Public Information. Actually about a third of the weeklies were no longer publishing or were published irregularly.

Like almost everything about Korea, the press is centralized—"Seoul

centered." Sixteen of the dailies, the fourteen news agencies and fifty-five weeklies holding permits were in Seoul. Some of these were defunct or barely meeting minimum license-retaining requirements. A few of the news agencies have branch offices in other Korean cities.

● A daily's license may be withdrawn if it misses publication for ten days, a weekly's if it fails to publish an issue in three weeks. The Government's present policy is not to license any additional newspapers and not to replace lost licenses. Korean officials and newspaper executives say there still are too many newspapers, with the resulting competition for newsprint, revenue, and readership keeping the press economically weak, dependent upon patronage, less influential, and often irresponsible.

By 1941 the Japanese in Korea had outlawed the remaining few Korean language papers and only Japanese language, Japanese controlled newspapers were available. After liberation in 1945 newspapers sprouted like weeds. They appeared and disappeared. There were twenty-four dailies in Seoul alone. There were untold irregular publications. There was little resembling responsible journalism.

● The native Korean press of today was born in battle. Almost all of the present dailies began after the start of the Korean War. The after-liberation urgency and need for a Korean press national in character and largely devoid of foreign influence was not met until after the Communists crossed the Thirty-eighth Parallel in June, 1950.

Pre-war dailies that resumed publication in the late fall of that first war year literally began from ashes. Equipment had been carried north or destroyed by the retreating Reds. Many journalists, who had not sought refuge in the Pusan perimeter, had been killed or kidnapped. By April, 1954, the count was thirty-three daily newspapers in South Korea, thirteen in Seoul. Many fly-by-night papers had ceased publication. Seoul dailies that had taken up temporary residence in Pusan during the war years, such as *Kyonghyang Shinmun*, *Tonga*



Korean newspapers are set by hand from these "king-size" type cases containing thousands of Chinese and Korean characters. Newspapers are trying to restrict the number of Chinese characters used.

Ilbo, and *Yonhap Shinmun*, were back in Seoul.

Today there are two tabloid English language dailies in Seoul. The *Korean Republic*, the government's subsidized messenger to non-Korean readers, is well written and well printed. Two young American newsmen are employed to give the paper its technical quality. The independent *Korea Times*, although handset, poorly printed, and only four tabloid pages a day, gives a more objective report of events. Choi Byung-woo, a former war correspondent for the respected *Chosen Ilbo*, is editor of the *Times*.

Probably not more than a half dozen newspapers in all Korea are breaking even financially. Many owners of newspapers have never expected a newspaper to be self supporting, but look upon it as an institution or activity to be supported for the service

BEHIND THE BYLINE

D. Wayne Rowland is Assistant-to-the-Editor of *THE QUILL* and Assistant Professor of Journalism at Southern Illinois University where he teaches the community newspaper and newspaper management courses. Last year he was in South Korea for three months, supported by a State Department grant, to study and advise the Korean press. Rowland, thirty-six years old, former editor and publisher of several weekly newspapers and a small daily in Missouri, holds the B.J. and M.A. degrees in journalism from the University of Missouri. He has been on the Southern Illinois University faculty since June, 1955. He is married and has four daughters and a son.

it can render or the influence and prestige it gives. But there are bright examples of papers which emphasize good management and promotion to hasten the day when the income exceeds the outgo.

● Obviously the press will have more freedom when newspapers are economically independent. The fact that advertising has not developed as an important part of business and marketing affects the economic support of the press, of course. In fact, the business that advertises often finds its taxes higher, as advertising is taken as an indication of prosperity.

All Korean language papers are set by hand. Movable metal type was used in publishing books as early as 1403, several decades before the Gutenberg Bible was printed. Chinese characters long have been used to write Korean, and the several thousand often used characters cannot be composed mechanically.

Recently great emphasis has been placed on limiting the number of Chinese characters used and making increased use of the neglected native Hangul alphabet. Hangul has only twenty-four characters, but was little used until the present government saw the necessity for its national adoption and common use. Today, all government documents and publications, including all school books, are printed in Hangul, and in horizontal lines from left to right. Chinese characters have always been printed in vertical lines, beginning at the right.

Hangul will give publications wider readership, increase literacy, and eventually make mechanical composition in printing practicable. Newspapers are trying to restrict themselves to use of from a thousand to 1,300 Chinese characters, while moving toward increased dependence upon Hangul. The *Seoul Shinmun* publishes one edition in exclusively Hangul.

● South Korea, with one modern newsprint mill in operation, has two more under construction and hopes eventually to be able to meet its newsprint requirements. The first mill, constructed as a United Nations Korean Reconstruction Agency project, supplies about 40 per cent of the present need. The high cost of newsprint and short supply keep newspapers from expanding in size. The biggest newspapers usually are only four pages daily. The use of rice straw in paper making will help solve the shortage in the years to come.

It is difficult to get dependable circulation figures, but the range for dailies is from a few thousand to an

estimated 200,000 copies for *Tonga Ilbo*. Total combined circulation of dailies and weeklies is about 1,500,000, mostly in the cities.

The government operates the radio stations and a television station. There is a Christian religious radio station in Seoul and Chang Key-young, publisher of the well promoted and managed daily *Hankook Ilbo*, wants to establish a second TV station in the Korean capital. But TV sets are rare and radios are scarce.

The American Forces Korea Network-TV was inaugurated more than a year ago and is on the air four hours daily, eight hours on Saturday and Sunday. With a relay station in operation, front line troops as well as Seoul area troops watch television programs from Stateside on sets in dayrooms and service clubs. Koreans who tune in wonder if "Lucy" is the typical American woman. Koreans tune in AFKN-Radio for its generous offering of American music, too.

● The press has been relatively stable the past three years, politically. There have been no major or direct government disciplines on the press in recent years. The last such instance was the thirty days suspension of *Tonga Ilbo* in March 1955. The government has learned to accept and profit by the criticism from the press just as the press has become a more mature and reasonable critic.

President Rhee and his government are sensitive to free world public opinion in respect to press freedom in Korea. The chief of the Information Bureau and the chief of the Press Section, in the Office of Public Information, told me that the government is embarrassed by the necessity for limiting the number of publications by requiring permits.

"We feel that it will not be long until better economic conditions and the fact that Korean newspapers seem to have settled down to responsible journalism will make it possible and advisable to eliminate the permit system altogether," one of them told me. Limiting the number of papers is for the protection and encouragement of the papers themselves, he said, to help them get well established, to get the most from the short supply of newsprint. Certainly ample competition exists under present conditions and diverse voices and opinions coming from the press are not dictated.

Early last year the Korean Editors Association and the Korean Publishers Association were organized. The editors were inspired by the good example of a less formal organization, the Kwan-Hun Club, made up of

young journalists, a dozen of whom have been grantees to the United States and who want to keep alive their zeal to upgrade the profession in their country. Korean journalists want to solve their peculiar problems and they want the Korean press to be respected.

● The press code adopted by the Editors Association has nine points. It holds freedom of the press to be one of the most fundamental human rights, denies the right of any law to abridge or interfere with that freedom, but admits the press' liability if it infringes upon the rights of others. The nine points cover: Freedom, responsibility in journalism, the limits of reporting, attitude of criticism, independence, accuracy and faith, fairness, tolerance, and dignity.

The Editors Association, in the first example of concerted and cooperative action by the older and more conservative Korean newspaper men, sponsored Korea's first National Newspaper Week in April, 1957, a milestone in Korean journalism. The event celebrated the sixty-first anniversary of one of Korea's earliest newspapers, *Tok-nip Shinmun*. That paper was founded by Dr. Phillip Jaisohn, who was the first Korean to become a naturalized American. He returned to Korea after many years in the United States and saw the need for an independent newspaper. Another paper, the first daily, *Maiyil Shinmun*, also was established in 1896 and had as its editor the country's aged president, Dr. Syngman Rhee, who then was in his early twenties. He continued to write editorials even after he was jailed for his independent voice, smuggling out his writings.

President Rhee, during the first National Newspaper Week, stated: "Never has there been a single occasion in the history of Korea in which the freedom of the press was so emphatically stressed and its responsibility so critically talked of as it is now."

● Especially in Seoul, where there is a complex of American and United Nations offices and agencies involved in much of the significant Korean news, the reporter who speaks and reads English has a tremendous advantage. The language barrier always stands in the way of effective communication and understanding, however. Some serious misunderstandings and distortions have come from those who overestimate their linguistic abilities.

There is need in Korea for more and better newspapers on the com-

(Turn to page 35)

CHECK DELTA FOR NON-STOP DC-7's

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CINCINNATI	→	CHICAGO ATLANTA MIAMI
MIAMI	→	CHICAGO JACKSONVILLE ATLANTA CINCINNATI
JACKSONVILLE	→	MIAMI ATLANTA
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DALLAS	→	BIRMINGHAM ATLANTA NEW ORLEANS
HOUSTON	→	ATLANTA ST. LOUIS MEMPHIS NEW YORK NEW ORLEANS
CARACAS	→	HAVANA MONTEGO BAY NEW ORLEANS
HAVANA	→	CARACAS NEW ORLEANS MONTEGO BAY

View with alarm

In 1946, 1,302,000 Americans were injured in auto accidents.

Last year, the total was 2,525,000, an increase since the war of nearly 100%.

What was your community's share of this toll? More to the point, what will be your 1958 share?

The Travelers Insurance Companies,
Hartford, Connecticut



AL OSTROW

The Newspaper Remains The Schoolmaster Of the Common Man

By AL OSTROW

A GENIAL gent named Will Rogers used to tickle audiences from coast to coast with the jovial quip that "all I know is what I read in the newspapers."

Everyone got that hint that the fellow who depended solely on the newsprints to view the passing parade of human history had to be a buffoon with some pretty distorted notions in his noggin. The nature of these distortions would depend pretty much on "what paper do you read."

One group of single newspaper readers would have the impression the world is populated chiefly by perpetrators of crimes of purple passion, inhabitants of vice dens and love nests, and sinister masters of wholesale murder syndicates. Another would cringe in daily terror of the diabolical machinations of crafty European diplomats with schemes to swindle Uncle Sam out of bucks.

● The world of another group of single newspaper readers is festured by grafting politicians happily looting the public larder until unhappily spotlighted by acres of newsprint. These readers are convinced that every public official is an uncaught thief whose day of reckoning may come at any moment.

This is a dignified planet for still another corps of one paper devotees. Most of the news comes from formal conclaves and gentlemanly press conferences. For some smaller newspaper subscribers who read nothing else, the world's work consists mostly of serv-

ice club luncheons, occasional auto accidents and fires, church socials, and local births and deaths. The outside world gets short shrift, unless one of the clubs has someone speaking on a global topic.

● I do not quarrel with the concept that local news is of primary interest to any community. I learned the lesson standing mid-watches in the South Pacific during World War II with Commander Maxim W. Firth of the United States Navy. Firth, an Annapolis graduate, discovered that I was a displaced person from a newsroom, and decided to help pass some of the dull hours maneuvering with task forces arguing about the deficiencies of American newspapers. He

contended that newspaper reading was a waste of time for the average person.

● "They contain a lot of trivia that's of no consequence," he maintained. "Look at me—all I read are the daily news summaries put out by the Navy radio and the naval intelligence reports . . . and I'm better informed than the guy who reads every line in every issue of the *New York Times*."

Firth tried to prove his point by demonstrating his grasp of the "big pictures" in national and international affairs. And he was surprisingly well informed, in contrast with the popular conception of Will Rogers' newspaper reader.

Then our destroyer escort steamed into port and caught up with the two months accumulation of mail from the States.

Firth, like the rest of us, eagerly read his personal letters first. Then he got lost in the back numbers of a weekly newspaper from his home town in Vermont.

"Jeepers," he said, "I didn't know that old man Jones kicked the bucket! They're getting a new minister at the church. And Sally Little is giving a piano concert. Gosh, I remember when the only music Sally made was bawling in her cradle!"

It was a week after we went back to sea before Firth stopped talking about Vermont and resumed his offensive against the American press.

Some of his criticisms were valid—

BEHIND THE BYLINE

Al Ostrow, a native New Yorker, has been a *Cleveland Press* staffer the past eight years, except for a period when he tried his hand as editor and publisher of a weekly at Napa, California. In World War II he served in the Navy, seeing action on both oceans and the Mediterranean. His journalistic experience includes work on the *St. Louis Post-Dispatch*, *New York Post*, *Brooklyn Eagle*, *Philadelphia Inquirer*, *Oklahoma News*, and *San Francisco News*. He won the Lasker Award for a campaign resulting in a major program of improvement of California mental hospitals. His byline has appeared previously in *The Quill*.

and still are. Fortunately, very few people place sole reliance on any single publication to be their window on the world. It is possible to get the "big picture" as well as a lot of "little pictures" if you have the time and eyesight to read a dozen or so newspapers every day, supplement them with an equal number of magazines and a lot of radio listening and television watching, and also manage to thumb through a few timely books.

- You may have difficulty sandwiching in trips to the dining table and the bathroom, and won't have any leisure to fuss with Junior's model airplanes or tinker with leaky faucets—but is that too high a price to pay for being a well informed citizen?

And there stands the great challenge to American journalism today.

- Can't we condense both the "big picture" and many of the interesting "little pictures" into palatable, understandable, easily digestible form for pleasant consumption by the average reader? Can't we present the facts without bias, prejudice, sugar-coating or improper slanting? Must anyone who is unwilling or unable to devote full time to the pursuit of information and understanding be condemned to the dubious bliss of the shadows of ignorance?

Never before in history has American journalism been endowed with such vast resources and efficient tools for reporting and interpreting the news. But these are being used chiefly to produce a voluminous, confusing babble. There are exceptions, but most newspapers content themselves with reporting bits, pieces and fragments of major news stories that affect every reader's present and future. Radio, television and the national magazines occasionally assemble all the pieces of some story into a single basket and score a home run against the newspapers.

- The public remembers and talks about a TV program that gives insight into a medical, educational or international problem. But these programs are few and far between. The bulk of radio and television news reporting consists of frantic gasping of "bulletins" and weather forecasts.

Occasionally, radio and TV personnel do a magnificent job of covering a spot news story. But the over-all performance is spotty, inconsistent and unbalanced. Have you ever been startled, after hearing hundreds of radio newscasts on some subjects and reading a similar number of newspaper accounts, to discover a mag-

azine piece that suddenly gives the fragmentary jabberings some semblance of significance?

The magazines are not paragons of perfection. They have more time to assemble facts and opinions and focus on the "big picture" with words and illustrations than the newspapers or their electronic contemporaries. Some weeklies and monthlies frequently ring the bell in spotlighting a vivid personality, situation or problem. But not often enough.

Let's start out by accepting the concept that each arm of journalism has a special objective to achieve. Trade papers must keep businessmen informed of ideas and developments affecting their particular industry, with accent on dollars and cents. The country weekly tells the home county about its own affairs, with emphasis on what local folks are doing.

- Only the metropolitan daily has the money, manpower and mission to attempt to provide a printed daily presentation of the entire local, regional, national and global news picture. That is a monumental task that can easily be botched. It can be successfully accomplished only by competent, capable, devoted personnel, working together as an effective team. That's the starting point for increasing any newspaper's capacity to both serve its readers and earn profits for its owners: Improve the quality of the staff.

Louis B. Seltzer, editor of the *Cleveland Press*, once remarked that "a newspaper that's put together between editions usually looks it." That's how most newspapers are now manufactured.

The product could be improved if some editors and reporters, relieved at least temporarily of the necessity to hustle stories into type, were able to pause and put their brains to work.

- **EXAMPLE:** John Jones, who filed a lawsuit three years ago, died before the case came to trial. "Justice delayed is justice denied." Should the courthouse reporter determine the extent of normal legal delays in this locality, look up many of the litigants involved, and write a series of articles spelling out the human significance of slow motion justice? Perhaps the community and its judges will then institute remedial action. . . .

EXAMPLE: Here's a little wire story about a native riot in South Africa. If we can't send our own correspondent, couldn't we ask one of our services or our national headquarters, if we belong to a chain, to get our readers a graphic word and picture report on the tense racial situation

on the dark continent? This is a story that has explosive historic potentialities. . . .

EXAMPLE: Another revolution in Latin America. All we've got is a little piece about a few people being killed, martial law being proclaimed, and a few colonels skipping the jurisdiction. South America is pretty important to us. Shouldn't we tell our readers something about the basic conditions and problems there?

EXAMPLE: Joe Smith announces his candidacy for governor. Will we be satisfied to boil down his handouts and print a few reports on his speeches, or should we assign someone to find out and tell our readers who Joe Smith is, and what—if anything—he stands for?

- Both big stories and bright little features could result from this question mark approach to the day's developments. The result would be a more readable newspaper and a better informed public. Let's not forget that good reporting doesn't consist exclusively of the quick, accurate assembly of the facts and drama about an auto accident, train wreck or airplane crash. Readers are also interested in scientific, medical, scholastic and industrial developments that affect them and their children.

Where, you may ask, will the space for all this extended coverage come from? Well, we could save considerable newsprint by better, briefer, brighter writing and tighter editing of what goes into the paper.

And maybe, in the long run, it would be economic wisdom for publishers to provide extra space to give readers more and better picture coverage. . . .

- Going off on another tangent, it's a rare newspaper that makes maximum use of the camera's capacity to tell a story quickly and effectively. Maps, sketches and charts also have a better potential for snappy fact telling than is now being realized.

Then, too, the impact of the average editorial page could be substantially increased if the would-be moulders of public opinion operated from a somewhat sounder factual base, and also had a broader range of interests. Notwithstanding the vocal style of many radio newscasters, all conversations need not be shouted in impassioned tones.

Now we come to television. There are many excellent programs on the air, but isn't it a tragedy that the magic of electronics is wasted on a lot

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Newspapers Can Be Living Textbooks For Young America

By ROBERT ROOT

EVERY serious newspaperman must at some time have felt rueful about the way readers skim the headlines. Too many Americans take pride in jumping first to the comics. Those who edit and write for the front and editorial pages may be tempted to ask sometimes:

Isn't there some way that readers can be encouraged—or taught—to read papers more intelligently, so that they'll become well-informed?

Pondering such a question, a Boston newspaperman at the beginning of this century took the first step in this country to do something about it.

Charles Palmer Davis was a member of a school board not far from Boston. In that role, he visited a class and heard a good recitation on the ancient Greek wars. Did he, as board member, have any questions to put to the children?

Davis asked how many knew who was President of the United States. No hand went up on this question about contemporary affairs. He asked again, and two volunteered the correct answer—a boy and his own daughter. The boy said he had heard some men mention the President at

the general store, and his daughter recalled that they had discussed the president at the dinner table. No one else knew the answer. And these two who did had gotten it by word of mouth. These future newspaper readers apparently paid no attention to papers!

To help high school students learn what was going on, Davis started a little paper, *Current Events*, at Springfield, Massachusetts, in 1902. It is still published by American Educational Publications, along with several newer, graded school papers. Two substantial rivals, the Civic Education Service and Scholastic Magazines, also have a series of publications. Among them they get out some two dozen papers for children all the way up from first grade.

● Meantime, daily newspapers have moved into the field of school service too. A survey last year by Dorothy Moeller of Iowa City found that close to a hundred papers participated in school-use plans. Some of these plans went back to the Thirties, but others were quite new. However, many of the newspaper services to schools appear to be quite superficial. In some

High school teachers from New York and other eastern states learn firsthand how a newspaper is put out during a visit to the *Syracuse Post-Standard*. The tour was part of a press education workshop sponsored by Syracuse University to encourage the use of newspapers in classrooms.



ROBERT ROOT

instances the educational "use" consists of a subscription for the school library, where several hundred students must share a single copy!

● The *New York Times*, as one might guess, has one of the best developed plans. William P. Campbell, manager of the *Times'* College and School Service, says the paper gears its efforts to reading of the regular edition.

To help, the *Times* issues a weekly school supplement based on the Sunday news review, a monthly current affairs test, and background booklets. The paper is used sometimes as textbook, sometimes as supplement, and sometimes for projects which require the student to become expert on some news subject.

The *New York Herald-Tribune* also has a service. Its booklets, instead of recapitulating current events, cover school curriculum areas, according to Louis Savastano, the newspaper's educational promotion director. He says that the service has already distributed 200,000 special atlases.

● Between them, these two New York papers have more than 100,000 school subscriptions, the *Times* accounting for about two-thirds of the total. The figure is impressive but appears to leave lots of room for other newspapers.

Some circulation managers express fear that metropolitan papers may limit the use of their own dailies in their schools. Whether their fears are justified appears to be related to whether they can provide the schools services but, more significantly, to whether they can sell teachers on the importance of local news coverage.

In a somewhat cursory survey, we at Syracuse University found that at



least two upstate New York papers have developed school plans.

A few years ago the *Times-Union* and *Democrat* and *Chronicle* of Rochester, N.Y., published a small school guide, *How to Read Your Newspaper*. Howard B. Bloomfield, promotion manager, says that sixteen schools were using the papers in 1956 and the number "more than doubled last year." Thousands of reprints of a newspaper series on town governments of the area have been requested by the schools.

● The Buffalo *Evening News* published a booklet, *Newspaper Helps to Learning*, now out of print. David E. Peugeot, promotion editor, reports it is being revised for another printing for schools.

One of the best plans is that of the Milwaukee *Journal*. Over twenty years ago it published *The Newspaper in the Classroom*, which was completely revised in 1951. The *Journal* pushes five-day-a-week service at the primary level; in high schools, it promotes Sunday papers.

The *Journal* also gets out books, pamphlets and films to help tell the story of Milwaukee and the state. For example, a staffer wrote *The Wisconsin Story* to fill the need for a state history.

At least three needs are met by such programs.

First, democracy rests on the information of the citizens. We need better-informed people. Many surveys have shown shocking gaps in knowledge about familiar events in the minds of many Americans.

Douglas Southall Freeman, editor of the Richmond, Virginia, *News-Leader* and Pulitzer-prize-winning biographer, told a group of journalism neophytes at Columbia years ago that the news problem is catching up with the background—once you have that, keeping up daily is easy. The teens are none too early to start building that background. The high school student who is not adding to his information about the world every day may never start after graduation.

● The enlightened self-interest of the press, incidentally, demands such well-backgrounded and well-informed citizens. The "people's right to know" means little to people who do not know or care to know; and those who read little but comics, sports and "Dear Abby" will not fight for the freedom of the press to deal with controversy as well as entertainment.

Second, newspapers need more and better readers. Newspaper reading is an important part of culture in a democracy, and preparing to read in-

telligently is no more a school "frill" than learning to drive in a motorized age. The time to get the news-reading habit is in high school, if not earlier.

● Even those of us in the profession might profit from more serious attention to problems of how to read a paper properly. How many of us have ever thought whether we were reading in the most intelligent manner? I faced that question when I heard Harlan Cleveland, dean of Syracuse's Maxwell School of Citizenship and former publisher of *The Reporter* magazine, urge that the reader look for trends and check current news stories against them. How many of us, instead of doing the hard job of interpreting on our own, simply lap up others' interpretations?

"The reader should not look to the paper for truth but for viewpoints," Dean Cleveland said. "Truth is where we find it. The best editors can't transfer truth to us wholesale. We have to work for it." A student who reads the paper in school can be taught that.

Finally, better newspaper reading would lead to better papers. The readers would demand more. While much criticism today is half-baked, we would get from more knowing readers a more intelligent brand of criticism of the press.

● Aware of such needs and possibilities, the International Circulation Managers Association this summer sponsored three press-education workshops for high school teachers and administrators. In cooperation with the National Council for the Social Stud-

ies, the ICMA inaugurated the workshops at the University of Iowa, Syracuse University, and the University of California at Los Angeles.

The ten-day workshop at Syracuse, attended by thirty-six persons from ten states, indicates what such sessions accomplish. The ICMA provided twenty scholarships, and newspapers of New York, Pennsylvania, and Washington, D. C., gave nine others.

The teachers got first-hand knowledge of the press by tours of the two Syracuse papers. These were followed up by discussions led by staff members and news agency men. Several teachers commented that for the first time they understood the problems of quickly getting a lot of news into cramped space.

● Third, the teachers received information about the services of the current events companies and the newspapers. Fourth, they got critical analysis of the press, both from members of the School of Journalism and from social scientists.

Finally, they exchanged notes on their own experiences in using newspapers as "a living textbook." Some simply assign students to keep up with the news and then give quizzes. Others specify that certain stories should be read, just like a textbook assignment. Still others compare newspapers in class and train their students to distinguish between facts and opinions.

Social studies classes appear to be the big users of newspapers, for the daily grist of political and community news provides every-day illustrations of the course material. History teachers also find that current news often will lead back into and enrich their subject.

But newspapers are being used in many other classes, the teachers reported. Clippings about science developments are used in science classes. An art class in one school requires booklets about artists to be made up from periodicals. English teachers expressed enthusiasm about using newspapers for writing models and for vocabulary development.

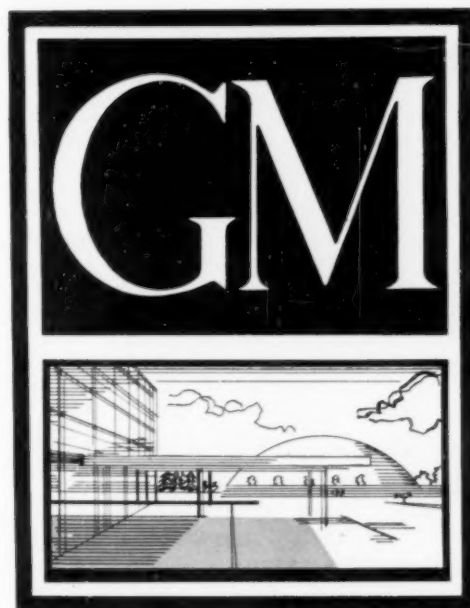
● One thing that impressed me at the workshop was the critical tone of much of the discussion. The press seems to have a bad press! Some criticisms were such old ones as that newspapers seem to dote on misfortune, but others considered the stickier problem of "the tendency to ultra-conservatism," as one editor put it.

As they got the different viewpoints, the teachers gained in their critical appreciation of the praise and

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BEHIND THE BYLINE

Robert Root, Associate Professor at the School of Journalism, Syracuse University since 1952, was associate director of the press-education workshop he describes. He is a member of the Executive Council of Sigma Delta Chi. Root got his Master's Degree in journalism at Columbia University, then travelled in Europe for a year on a Pulitzer scholarship. For eight years he was a reporter, then editorial writer for the *Des Moines Register and Tribune*. In succession he then was a public relations man for the World Council of Churches, Geneva; a correspondent for the *Christian Science Monitor* and other publications in Asia, and executive editor of *World-over Press*. He is author of *How to Make Friends Abroad* and *Progress Against Prejudice*, a contributor to several books, and news editor of *Journalism Quarterly*.



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DAVID HELLYER

We Miss the Big Stories South of the Border

By DAVID HELLYER

THE chronic indifference of North American newspaper readers to news from and about Latin America has long been a source of irritation and concern to our friends in the other American republics.

They complain—with reason—that we are not interested in Latin American news unless disasters are involved. Our friends point out a steady diet of earthquakes and revolutions gives North American readers an erroneous and unbalanced picture of Latin America.

I agree. And I feel certain I speak for many North American newsmen when I say we share the concern felt by our Latin American friends.

We share their concern because we are keenly aware of the growing interdependence of the American republics and their peoples; because we realize that the American nations must stand together in a divided world; and because we know that, in our time, we are witnessing the emergence of Latin America from relative obscurity to world importance.

● The "earthquake and revolution" yardstick for measuring Latin American news is a natural if deplorable product of history. The news horizons of the United States at first were principally eastward. There, in the Old World, were our roots. Just as the Latin American republics were culturally rooted to Spain, so were we tied by a cultural umbilical cord to England, France, Germany and other European nations.

Then came World War II, and with

it an awakening interest in places the average American citizen had never dreamed of—remote islets with names like Wake, Guam, Guadalcanal. They suddenly had meaning because our sons and fathers and friends were dying there. After the war closed, this new western horizon of news remained important to us. We now had two horizons—one eastward, one to the west.

● But the region to the south remained, for the most part, as unknown to the average North American newspaper reader as Wake and Guam and Guadalcanal had been to him before the war. To him, Latin America still

had no personal significance, no point of contact with his own daily life.

● Unfortunately, the situation has not changed materially. The average United States reader believes—because he has been educated to so believe—that news from London or Paris or Berlin or Moscow or Tokyo is the only news that can possibly count for much. He still is inclined to think of Latin America as a rather nice place for a vacation he hopes to take some day, but as a place where little if anything of importance ever happens.

His mental picture of Latin America is compounded of tired clichés: of men with flashing machetes chasing maidens with flashing smiles . . . of tropical beaches and snake-infested jungles . . . of barefoot peasants asleep beneath cacti.

The stereotype is, of course, no more wholly true than is the mental image held by many Latin Americans of their North American friends. Thanks to Hollywood, comic books and Mickey Spillane, we are regarded by our friends throughout the hemisphere as either gangsters or millionaires—or both. Thanks to the Federal Bureau of Investigation on the one hand and the Internal Revenue Bureau on the other its pretty difficult to be either one in present-day America.

● Many conscientious United States editors, aware their reader's news diet is deficient in Latin American items, would like to keep the readers better informed on important hemispheric developments in the political and economic fields. They find the

BEHIND THE BYLINE

The Latin American Editor on the San Diego *Union* has had extensive training and experience to qualify him for the post. He is **David Hellyer**, a graduate of the Columbia University Graduate School of Journalism, who did further graduate work at the University of Florida School of Inter-American Studies. He was with the United States State Department in Costa Rica from 1949 until 1950, and was a State Department lecturer, in Spanish, in nine Latin American republics in 1952, lecturing on North American journalism. He has been a contributing editor on Latin American subjects for the leading encyclopedias for several years. He is a member of the Freedom of the Press Committee, Inter-American Press Association.

task extremely difficult. They find it hard to make such news meaningful to the average American, mainly because few American readers possess a sufficient background in continental affairs to comprehend the significance of an isolated news story.

The same difficulty imposes, of course, with regard to news from other less-known areas of the world. A story from Saudi Arabia or Jordan encounters a similar blind spot in the public mind. Still, prime news play is given developments from, say, Iran or the Suez Canal because these events could conceivably lead to another World War. And this kind of an eventuality touches Mr. Average Reader very intimately.

● Only rarely does a story from Latin America possess this kind of immediacy for the average American reader. Two cases in point come to mind: a recent Communist effort in British Guiana, and the Communist attempt in Guatemala. Both these developments were given top news play in the American press, because both were regarded as a threat to the immediate security of the American nation and the American people.

This immediacy is not so characteristic of the day-to-day news from Buenos Aires, or La Paz, or Tegucigalpa. The average American news editor, faced with critical space problems and a shrinking newsprint allotment, gives play only to those stories which he, in his judgment, believes his readers must comprehend to keep abreast of the times.

The smaller the paper, the greater the difficulty. Let us assume, for example, a small daily in our own mid-west publishes a five-inch story reporting the fall of another cabinet in Chile. The story, cut to the bare essentials of its lead, can do no more than state that the cabinet has fallen due to a disagreement between the president and one of his ministers.

The casual reader of this hypothetical small-town daily—lacking the perspective against which to view this item, may glance at the story (or perhaps just its headline), shrug his shoulders and say: "Just another revolution in South America."

● Now, it's not just "another revolution" at all. Indeed, there has been no revolution. Nonetheless, the item is charged with significance, a significance which conceivably could extend clear to the midwestern town in which our hypothetical reader lives. Behind the story is the tragedy of spiralling inflation, the story of a nation of seven million people fighting

for its life. This the reader does not know, of course, unless he is much more intellectually curious than the majority.

● This hypothetical case is repeated scores of times on the average day. The same general ignorance of and apathy toward Latin American news has been so pronounced that the major wire services in the United States transmit relatively little Latin American copy over their nationwide systems. They have been led to believe, from long experience, that editors simply don't want such news, so why tie up their teletypes with it.

I believe we are on the threshold of a change. More American editors seem to be awakening to the obligation to keep readers informed on Hemisphere events. They are being forced to this change by the increasing interdependence of the American republics. And they are finding that, in this air age, more and more of their own readers are travelling in the other Americas, then returning to demand better coverage of lands they have come to know.

The San Diego Union, in my view, is doing very important pioneer work, at great expense, in an effort to alert its readers to the fact that Latin America is today the fastest-growing, most dynamic region on earth.

● The pioneer work which my newspaper is doing is, of course, made possible only by the enlightened and forward-looking policies of its publisher, James C. Copley, and its editor, Richard Pourade. Over three years ago they decided to dedicate a special page, six days weekly, to coverage of Latin America. It was a decision which took real courage, conviction and vision.

So far as I know, the San Diego Union is the only major United States daily, published in English, which offers its readers such a service. Our circulation, incidentally, is approximately 90,000 daily and 176,000 Sunday. The Union, also available in principal cities throughout Mexico, probably prints more Latin American news, on a day-to-day basis, than any other English-language newspaper in the United States.

Naturally we tend to emphasize news from Mexico, our immediate neighbor and a vital partner in commerce. But we rarely miss coverage of any event of importance in any Latin American country.

Many of these events are covered by our own staff. I have personally been on assignment to Rio de Janeiro, Guatemala City, Panama City and

Havana in recent months for my newspaper. In addition, I spend considerable time travelling in Mexico.

For coverage of stories we do not handle by assignment, we rely principally on two sources: the major wire services, and the newly formed Copley News Service. The Copley News Service, through its chain of correspondents in principal Latin American cities, provides us with a regular flow of background reports which give our readers a deeper insight into Hemisphere news. CNS, an adjunct of The Copley Press, an organization including sixteen dailies in California and Illinois, produces, among other special items, the Pan American Report, a background column used by Copley papers and several other newspapers. These outside dailies have contracted for the Pan American Report because their editors recognize that a void exists in current coverage of the Hemisphere, and feel that the report fills the void.

● The Copley News Service also produces travel articles dealing with the Hemisphere, and a special Spanish-language feature, once weekly, called Reportaje Hemisferico. The latter is widely used in San Diego city schools as a Spanish-language teaching aid.

The San Diego Union, in collaboration with CNS, also maintains a full-time correspondent in Mexico City. Additionally, we have stringers in principal towns of Baja California State, which lies just across the international frontier from San Diego and with which we conduct a thriving commercial and cultural interchange. The Union prints three and four columns daily and six columns Sunday of Latin American news and pictures. We check facts with field correspondents and against our own knowledge. Those involved in producing the Latin American page and the Pan American Reports are bi-lingual, and have lived and travelled extensively in Latin America.

● We tend to avoid sensational stories of accidents and homicides, however colorful, except where such items have real significance. We play down or eliminate items we believe to be pointlessly uncomplimentary to our American neighbors and their peoples. In short, we try to accentuate the positive. This does not mean that we shrink from an unpleasant story if we feel its publication is warranted in the public interest, however.

This is pioneering work. The American public is woefully ignorant of the facts concerning Latin America. Not one in a score of United States

readers could name all the Latin American republics, let alone list those which border on the Caribbean. The reader knows nothing of their economic life, their social structure, their problems, their products. He has little if any conception of their rapid growth, demographically as well as socially and economically.

Oddly enough, among those who most need a basic indoctrination in Latin American affairs are our own colleagues on the American newspapers. They have been accustomed for so many years to giving top priority to datelines from London or Paris or Moscow or Tokyo that it is difficulty for them to regard a dateline from Buenos Aires or Havana or Caracas as having equal if not, at times, surpassing significance.

● But progress is being made on this front. If every American news editor could be taken on a tour of Latin America he would return dedicated to the view that his newspaper's readers must be given more hemisphere news as a matter of self-interest.

I recall the amazement with which one of our own top editors recently viewed Mexico City. He had never visited Mexico before, except perhaps

Tijuana—which is not really Mexico. He was carried away with the cosmopolitanism of the Mexican capital, its fabulous and daring architecture, its modernity mixed with an ambiente of the Old World, the nerve and vitality of its people. He was charmed by the cordiality and open friendliness of the country people outside the capital. He returned to his desk to view news from Mexico thenceforth through different, more enlightened eyes.

We are seeing the end of the "earthquake and revolution" concept of news in the United States as concerns Latin America. We are still in the pioneering stages. But the inevitable course of human history, which is forcing Latin America to the foreground, will bring the era soon when datelines from Latin America will gain the eminence they deserve in the American press.

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Page 26: San Diego, Calif., *Union*

Page 42: Cartoons by Ralph Yoes

Page 47: San Diego, Calif., *Union*

A CONVERSATION THAT HELPED ME EARN \$11,000

By a Wall Street Journal Subscriber

While lunching at the Athletic Club, I overheard two men talking about how to get ahead. "I read The Wall Street Journal," said one. "So do I!" exclaimed the other. They looked like smart businessmen, and so I said to myself, "I'm going to subscribe."

That happened several years ago. I was earning \$100 a week at the time. I sent for a subscription to The Wall Street Journal. I have been reading that remarkable newspaper ever since. It has certainly helped me get ahead. Last year my income increased to \$11,000.

This story is typical. The Journal is a wonderful aid to men making \$7,500 to \$25,000 a year. To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for 3 months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. QM-11

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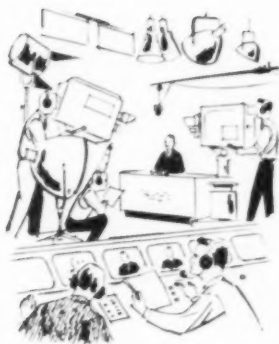
locally-edited newspaper magazines, plus commercial catalogues. The facility will contain new presses, preparation departments, bindery space and offices. Standard Gravure's production capacity will be increased by several million magazines a week, which will include a large part of Parade magazine's total circulation.

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Producing gasoline is like that. To provide the motor fuel which flows from pump to car requires a host of people who must find and produce the crude oil, refine it, test it in laboratories, transport it to distributing points, and finally deliver it to the station tanks to await the customer's order to "fill 'er up."

In the case of Cities Service, one of the nation's leading oil companies, all this required a capital investment of more than \$179,000,000 in 1957 alone. It is money well invested, for petroleum products are vital to modern living—second only in importance to food itself.





Courtroom Photography And the Spittoon Age

By T. N. OGLESBY JR.

"THE public is entitled to the full report of a trial, and photo coverage is part of a full report. Courts cost the taxpayers a considerable annual sum, and the man that is footing the bill should know how his money is being spent and whether the courts are being run efficiently."

This is Georgia's youngest jurist's explanation of why he allowed news photographers to operate in his courtroom during a sensational murder trial that attracted nationwide attention.

Superior Court Judge Maylon P. Clinkscales, at 36 serving his first term on the Piedmont Judicial Circuit bench, put the news and television photographers covering the trial under strict supervision and disapproved in this instance the American Bar Association's belief that courtroom photography would "detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the

court and create misconceptions."

Judge Clinkscales picked an opportune time for his "step in an effort to modernize Georgia's courts, to take them out of the spittoon age." Two years earlier a prominent merchant in the small town of Jefferson (population barely 2,000) was shot to death before his wife's eyes by a would-be burglar. The public demanded and received "swift justice."

● James Fulton Foster, a 34-year-old housepainter from South Carolina who had an armed robbery record, was arrested and charged with the murder. Though he claimed to be drinking beer with friends at a tavern seven miles away when the slaying occurred, the widow of the slain man identified Foster as the killer. He was convicted and sentenced to die.

For two years his court-appointed attorney battled to save him from Georgia's electric chair. With the twice-postponed execution date again drawing near, a former Illinois police-

man last July 4 dramatically confessed to the crime. He implicated a Jefferson, Ga., man as the "finger man" and the driver of the getaway car.

Charles P. "Rocky" Rothschild pleaded guilty to the murder. A. D. Allen Jr., a high school classmate of Judge Clinkscales, was tried and convicted as an accomplice. Both, incidentally, were sentenced to life imprisonment.

It was Allen's four-day trial, in which Rothschild testified to minute details of the crime and told of his inner struggle before confessing, that attracted nationwide attention. The "full report" resulted in Judge Clinkscales receiving calls from American Bar Association members from all over the country. "It worked out wonderfully well," he told all who questioned him about the courtroom photography.

A week before the trial, Clinkscales issued courtroom passes to each reporter and photographer assigned to

The jury's attention is focused on the witness stand. No juror was aware of the photo being made. Small and crowded courtrooms are hot in Georgia in summer, chilly in winter. Some believe courtroom photography might call public attention to substandard facilities and arouse interest in improvement.

cover the trial. Each was assigned to a specific seat inside the bar, and certain ground rules were established. Any violation of these rules would bring first a warning and then a denial of the privilege of photographing the proceedings.

● Flashbulbs were not to be used; photographers must remain seated while taking pictures during the actual trial; pictures were not allowed during crucial testimony and the defense attorney had full veto powers.

According to Judge Clinkscales, the results were far beyond expectations. Numbers of the spectators in the overflowing courtroom told this observer and court officials they weren't even aware of photographers working in the courtroom. Photographers sat as spectators, unobtrusively shooting their pictures with high speed film in 35-millimeter cameras.

The Jackson County *Herald*, Jefferson's weekly newspaper, editorialized, "Atlanta Journal Staff Photographer Ken Patterson set an example to follow in courtroom coverage. His excellent photos told the story, but his presence as a working press photographer was not noticeable."

Defense Attorney William Spence, a veteran trial lawyer from Atlanta, in his final argument praised the court for the precedent-shattering action. "The use of pictures may interest an indifferent public in court proceedings and help service the ends of justice."

While not all attorneys attending the trial agreed with Spence, there were few vigorous objections. Solicitor Alfred Quillian who prosecuted the case said he wasn't "entirely sold on the idea," but "could see nothing exactly wrong with the way this case was handled."

● Superior Court Judge G. Fred Kelley of the adjoining Northeastern Judicial Circuit favored a somewhat modified version. He doesn't object to photography inside the courtroom during recesses and other similar times but does not think "the snapping of pictures during the actual trial is dignified. It detracts from the bigness and solemnity of the court." He also pointed out that the taking

of a picture might distract a juror, witness, attorney or judge at a crucial point in the trial.

The most vigorous objection was voiced when a young Gainesville attorney said, "When they start taking pictures during a trial where I am the defense attorney, I'm going to take my client and walk right out of the courtroom."

He explained that should his client be acquitted he did not want his picture connecting him with court action to be published in newspapers or elsewhere.

Another young Georgia lawyer said his strongest objection was that "courtroom photography will make it extremely difficult to get witnesses. Right now they are difficult to get, but when they know their pictures might be plastered all over the newspapers they're going to be even more reluctant. A reluctant witness is not a good witness and does not do the defendant or prosecution justice."

● One member of the bar felt the precedent could be dangerous. "Courtroom photography, if allowed, should be a privilege and not a right of the press," he said. "I fear that after it has been allowed for some time, the press will regard it as a right. Then, one day, some unrestrained photographer is going to get out of line and is going to be barred from taking further pictures. The press is going to cry persecution and charge denial of its rights as a free press."

He admitted that everything went well at Jefferson and even opined that if the controls enforced during



Judge Maylon P. Clinkscales, at thirty-six, Georgia's youngest jurist, presided over the murder trial. Enforcing strict ground rules, he allowed photography sans flash "to help take Georgia's courts out of the spittoon age."

the Allen trial were practiced in all instances, such a problem might not even arise.

While the members of the bar agreed and disagreed on the merits of courtroom photography, the press saw the trial as another step toward complete, unabridged freedom in the coverage of public proceedings.

● On August 17, 1958, the Atlanta, Ga., *Journal-Constitution* wrote: "The tradition of barring photographers from trials is an old one dating back to the days when indoor photography was possible only with the aid of exploding flash powder."

The Chicago, Ill., *Sun-Times* on the same date continued the thought. "Today, fast film and smaller cameras allow a photographer to do his job without distracting anyone. His pictures impress the public with the essential dignity of the court."

A week-day edition of the Atlanta
(Turn to page 36)

T. N. OGLESBY JR.



BEHIND THE BYLINE

As news director of Radio Station WDUN in Gainesville, Ga., **T. N. Oglesby Jr.**, had the opportunity to observe at first-hand the use of photography in a Georgia courtroom. A graduate of the University of Georgia School of Journalism, he has worked for Radio Station WBGR in Jessup, Ga., as an information officer in the U. S. Air Force, and as a correspondent for the Atlanta, Ga. newspapers and the Associated Press.

Call For Candor In Defense Reporting

By ANTHONY P. GLASSER



SCARCELY had the missile lifted from its Cape Canaveral launching pad when announcement was made of another "successful" test. A newsman, experienced witness to previous firings, noted what he considered erratic flight performance and reported this to his editor. Upon questioning, it was admitted belatedly that the missile firing had not truly been "successful."

Papers throughout the nation carried the full-page advertisement. A thing of beauty, it showed a missile in flight, curving gracefully, and heading (accurately, I'm sure) for its distant target. The neatly written text provided an inquisitive public with the manufacturer's glowing report on this latest addition to America's growing arsenal of weapons. One pertinent fact was omitted—the missile is years from production or operational use.

These and other questionable practices used in disseminating defense information officially and unofficially are cause for concern among all forthright Americans.

Seldom if ever in history has the United States been faced with a threat as serious as that facing it today. The need for complete, unbiased, and authoritative information concerning national security is vital.

● Unfortunately, seldom if ever in our history have the American people been bombarded with more contradictory reports of strength, conflicting recitals of capabilities, or confusing accounts of new weapons and developments.

This situation does not result from a lack of information, or even overly cautious use of the classification prerogative. Nor does it stem from the very volume of defense news provided the people. Rather it is the con-

sequence of an obvious failure or fear to admit or acknowledge anything less than successful or progressive.

Today as always, the people's right to know is unquestioned. But that right places grave responsibilities upon those whose position or duty requires or permits them to disseminate defense information. The nature of their tasks demands strict observance to an underwriting code of conduct or ethics that allows nothing less than unqualified candor.

● Such candor frequently involves sacrifice, requiring the disclosure of information which could cause embarrassment, personal loss, or even reflect unfavorably upon the Nation.

For the civilian or military official, it would be desirable to report only facts revealing progress, economy, and efficiency. For the industrialist, it would be desirable to report only facts favorable or profitable to his concern and its product. For the newsman, it would be desirable to report only facts providing new and different information. In itself, each of these is a logical and legitimate reason.

These individual reasons, however, must be subordinate to the bigger cause, one requiring that all the available facts be told so long as they do not endanger the nation's safety. Evasion, distortion, or restraint only serve to confuse and complicate. Particularly distasteful is the purposeful deletion or omission of only those facts which do not support or substantiate one's own position or opinion.

Just as dangerous as the concealment of facts is the studied misuse of words and the exploitation of favorable phraseology. Some words, for instance, no longer have a real literal

meaning. "Success," in describing missile testing, runs the gamut from getting a missile assembled and on the firing pad, to completing a firing successful in every detail. "Future," to those who report and discuss new projects and developments, represents any period from a day to a decade.

● Still another technique is that of seizing upon some familiar and descriptive phrase which connotes a meaning not compatible with the facts of the situation. One oft-used and popular advertisement proudly proclaims a missile as "already in mass production," thus capitalizing upon the average American's image of a giant production line with completed items rolling from it endlessly. In reality, nothing is further from the truth, for the monthly total of this so-called "mass production" is measured in individual units, no more.

Such methods have made available information questionable, if not worthless. If ours is truly a government by and for the people, then neither urgency, expediency, or security justify them.

There are enough published facts available today to show that personal opinion, individual interpretation, speculation, and partisan viewpoints are creating confusion and doubt, while at the same time promoting false optimism and misplaced confidence in the military posture of the United States.

This is not to allege that the nation is being maliciously deceived. Emphasis can, and should, be placed on the more constructive and positive aspects of our defense program, but this must not be done to the complete exclusion of the less complimentary or favorable ones.

● Without fear of giving aid and comfort to the enemy, the people can certainly be told "This is the situation" or "These are the facts." If such information does point up weakness or de-

BEHIND THE BYLINE

Major Anthony P. Glasser is a University of Pittsburgh graduate and a native Pennsylvanian. He entered the Army with the National Guard in 1941, saw combat service in World War II, then was a civilian until 1948 when he received a Regular Army appointment. After completing studies at the Command and General Staff College at Fort Leavenworth in 1955, he was assigned to Office, Chief of Information. Major Glasser is currently on duty with the Military Assistance and Advisory Group in Vietnam.

iciency, this is more reason for public knowledge and discussion.

● Reasons—personal or political—which argue otherwise and create a reluctance to state or publish the facts, cannot usually stand up under close scrutiny.

The questionable practices mentioned are self defeating, for their continuation can only lead to a complete loss of public confidence and support. Regaining these will be difficult, if not impossible, for once the people are aware that devious practices are used, even sincerity and truth are subjected to question and doubt.

We will then have undermined one of the pillars upon which our democracy rests—the mutual exchange of confidence between the people and their governmental representatives.

Air Editorials—

(Continued from page 14)

casual comments on issues of widespread interest. Then, when we make such a pronouncement it carries impact . . . more impact than would be the case if we attempted to impose our views daily on every issue."

If some are cautious about too much editorializing, and others fearful of the added work load, many news directors—and the group not doing regular editorials is in the majority—are opposed to the whole idea.

● One Pennsylvania news director synthesized many comments: "The facts unearthed in a properly done depth report . . . make a statement of opinion unnecessary. I tend towards the views that widespread editorializing by broadcast journalists will diminish public confidence in radio and television news broadcasts. I feel the absence of editorials . . . has given us the favorable position evident in the believability surveys among radio, television, and the press." But another news director said, "to me, editorials are another form of news in depth."

And . . . if caution is the word among the majority of the newsmen who answered this survey, downright hostility is evident in the comments received about editorializing and opinion giving on network broadcasts. The news directors singled out *NBC*, *ABC*, and to a certain extent *Mutual*, as doing this most often.

This distrust was most often voiced by the comment, "They know no more about the subject than I do" . . . but many news directors resented most an abandonment of clear labeling of opinion. Such subjective reporting, which was the topic of a heated argument at the 1957 Radio-Television

News Directors Association convention at Miami, was voted against by 54 per cent of the news directors who detected it on the network newscasts carried by their stations. Another 40 per cent said the networks should not increase the amount of opinion on their programs, and only two men voted for more opinion.

Twelve of the *NBC* affiliate news directors said they wished their network would either cease altogether, or do less opinionating than at present. Six *ABC* affiliates said they desired less opinion on network newscasts. *CBS* affiliates said, for the most part, they did not detect opinion on the network, but said some of the network's top name newscasters could opine if they wanted to, because they were "qualified." It was interesting to note, although not enough of this sort of comment was received to make it significant, that some of the most outspoken endorsers of local editorials, were against editorials at the network level.

It was obvious from the time taken for the responses, that the whole subject of editorials and depth reporting is a burning question in the progressive newsrooms of the United States and Canada. Each man involved was asked to provide some counsel for his colleagues.

A Texas news director summed it up: "The big problem is time. One must dig, dig, dig, if he is to gain the stature necessary to make it worthwhile. If he is certain of his facts, he will be respected. Warning: don't get caught short!"

Newspaper in Classroom—

(Continued from page 24)

blame. They will go back to their classrooms to pass on to their students a better understanding of what may rightly be expected of the press.

This fact suggests both the need and the tremendous opportunity of the newspapers to do a better public relations job. Teachers are obviously important centers of influence to spread an understanding of the press.

Such workshops are not a one-way street, however. The teachers can learn the problems of the press, but the press can also learn what important segments of the public feel about the newspapers. Good public relations consist not only of telling but in listening and doing something about it.

This was underlined at the Syracuse workshop when one press service representative told a teacher that

the workshop was not news in his book. A young writer from another news agency then told the whole group essentially the same thing—though he said he had sent out a little story, because he had a dull day.

● Sure that they had proof that the press was not interested in constructive news of education, the teachers gave this man a hard time. Perhaps the teachers learned something of how news is now judged. But at the same time, perhaps the newsman was stimulated to re-evaluate the old man-bites-dog definition of news.

What will result from these pioneering efforts to increase student readership of newspapers?

Some participants are talking about one-day workshops in their own schools to spread the word to other teachers. Other extended workshops may be held next summer. Pamphlets or books on classroom use of papers may be published.

The individual journalist can promote current affairs study in contacts with newspapers, boards of education, and teachers near home.

Some papers are rightly cautious about seeming to commercialize the schools. The publisher has to admit that getting students in the habit of reading newspapers will help the sales of his paper and of all papers, and he may profit; but such wider and more intelligent newspaper reading can be sold as vital in a democracy. Because the paper goes to the school for nothing or at close to cost, and because bulk orders don't help much with the advertiser, the publisher can honestly say he is not going to get rich with school sales. The student is the one who will be enriched.

Knowing such facts, the journalist can encourage his newspaper to consider school promotion. Even the small newspapers can undercut the idea it is profiting from school use by making available, free of charge, special pamphlets like those of the metropolitan papers, or reprints of stories of permanent value.

With school boards and teachers, the big need may be merely to call to their attention the possibilities of using a living textbook. The current-events approach can make subjects seem more real to the student.

● At a one-day workshop or even a single meeting, a good teacher could be made to see the possibilities which she may have overlooked. Many a newspaperman could do the press and the coming generation a great service simply by volunteering to discuss with teachers how the paper could be delivered and used in school.

	GLOBAL REPORT (5 times weekly) Veteran correspondents in war and peace, Russell Brines and Rembert James, report from the scene on the local world pressures that explode into headlines. 300 words only.		LATIN AMERICAN PACKAGE The only service that offers continuous, day-to-day coverage of Latin America. Includes (5 times weekly) Pan-American Report and (once weekly) Know Your Hemisphere...Through Lightest Mexico...Mexican News Roundup...and Spanish Language Report.
	SPECIAL ASSIGNMENT SERIES On-the-spot investigations of the human element behind the news—understandable reports on missile and defense developments—a new wrap-up of North Africa, the Middle East, and Western Europe.		SONGS OF A CITY (3 times weekly) Edwin Martin tells the personal, inside story of Hollywood, drawing upon his own 30-year association with the film industry.
	THE FORWARD VIEW (3-5 times weekly) A business column for business men by Irvine Reynolds, top journalist-economist who reports from the nation's business and financial capitals.		POLITICAL CARTOONS The deft pen of award-winning artist "Yoes" creates a sharp, incisive cartoon treatment of both domestic and international issues.
	POINT OF VIEW (3 times weekly) A sparkling—and often controversial—radio-television column by Donald Freeman, one of the top young talents in the field.		OFFBEAT DIARY (Once weekly) A colorful column based upon the experiences abroad of CNS correspondents—sometimes exciting, sometimes humorous, always absorbing.

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Korean Press—

(Continued from page 18)

munity level both rural and urban, in the cities and towns of the provinces, close to the people. There should be more concern with community and local problems of all kinds. Who can say what the thousands of home town and county weekly newspapers have contributed to the building of the American democratic society? The grass roots press, which recognizes and dignifies the little man and local government and society builds responsible self-confident citizens. A man learns provincial citizenship before he's ready to contribute much to state, nation, and the world.

● I was able to read the script and advise the United States Information Service before making a film, "A Korean Editor," with the editor and small daily at Masan the subjects. This film was planned to stress the vital role of the provincial and local newspaper.

Building a free and democratic country involves many interrelated factors. Those in government must come to recognize themselves as servants of the people, not masters, and must sincerely believe in the worth of all the people, one at a time. The individual must come to feel it is his government, that he is a part of it, and that his voice and his vote and his opinion do count for something. The press must recognize its first responsibility—to the public, to publish the news as honestly and fairly and understandably as possible, to stress constructive criticism.

Still a minority, but an encouraging and hopeful number of Korean journalists are coming to see their responsibility and opportunity to encourage progress in all spheres by informing the people and government at all levels, and by constructive criticism. There still remains a need for more objective reporting.

● I spent a full day or more at thirty-three newspapers, scattered all over the little country, from the biggest most respected dailies in Seoul, circulating throughout the country, to marginal and insignificant weeklies in remote provincial towns. Koreans inquired politely why I wished to waste my time out in the sticks.

Most of the newspapers outside Seoul told me I was the only American journalist to have visited their offices and plants, to have shown a real interest and understanding in their problems. The approach was always simply to get to know each

other and to share ideas and experiences.

Koreans are good humored and warmly friendly, but proud and sensitive people. They don't jump on every bandwagon or promptly follow any leader. They do appreciate sincere interest and advice.

● My years of experience with small newspapers, with financial difficulties and with "broken-down" equipment gave me a better understanding of their problems. After establishing rapport I often accused them of using lack of finances and poor equipment and facilities as excuses, pointing out that good journalism comes from the hearts and talents of honest and dedicated professional journalists, not from machines or buildings.

I went to Korea heavy-laden with folders and books of notes and materials on how-to-do-it. And many hours were given to discussing and analyzing problems of organization, production, circulation, promotion, and business. But I found the deepest response and the greatest need to be in the realm of the spiritual—blue sky stuff. I could do little to solve economic impossibilities, nor could I replace old Japanese presses, but I found I could lend a little professional inspiration.

● I remember, in Pusan, what was supposed to be an hour-long meeting with young reporters and sub-editors from several newspapers ran into almost three hours. I talked informally about the responsibilities of a free press and of individual journalists in serving the public welfare to build a genuine democratic society, the qualities of the worthy reporter and, the ethics of our profession. Questions and a discussion followed.

These younger men, who in Oriental tradition must wait yet a while to replace their elders in the key positions of influence and policy making on their newspapers, were excited to discover that their colleagues also wanted to believe in higher and nobler things for their profession. One young man spoke to me quietly as the meeting finally broke up: "You have brought us what we need most, and that is spiritual refreshment." I learned later that fifteen or twenty of these men went from our meeting to a nearby tea room, continued the discussion, and made plans for a monthly get-together to continue such talk.

Mornings I visited an hour or so with publishers and chief editors, always sitting in the white slip-covered overstuffed chairs in their offices and always a high school age office girl,

who attends evening school, was sent out for tea. After a tour of the building, the rest of the morning was spent with men on the business side of the paper, talking about how they do things and discussing their problems.

Lunch would be with a dozen or more people, but seldom included rank and file reporters. Then usually I was able to meet with nearly the entire reporting and editing staff in the afternoon, after the deadline. These meetings, informal and with good fellowship and good humor, were highly worthwhile. Remarks concerning the great challenge and responsibility of every individual journalist in any country that would be truly free and democratic, always brought a warm response and provocative discussion.

● Korea has thirty-five colleges and universities, a few of them of considerable stature. I lectured to students and met with faculty groups at thirteen of these. A few prominent men in higher education and several of the leaders in journalism see a need for a school of journalism in Korea to upgrade, dignify, and offer leadership in the profession.

Newspapers are overstaffed and reporters underpaid and too often unable to resist financial gifts from the outside, for favors. Papers are reluctant to drop excess and inferior employees. This is the oriental way to avoid loss of face. Journalism education and training in Korea should strive for quality, emphasize ethical standards, render in-service help, and provide badly needed research and leadership. Such a school must be associated with one of the two or three most respected universities.

● I came to know many of the young Korean journalists who have had the opportunity to visit and study the press in America as selected grantees under the International Educational Exchange program. Certainly this valuable program should be continued, but the total circumstances are so vastly different in the two countries that it would seem better for most students and professionals to study the problems and solutions for Korean journalism in their own context, thus avoiding the added confusion of a glittering America of turnpikes, air conditioning, new presses, high salaries, and red carpets.

Now for a final comment on Korea:

For forty years Koreans were dominated by the Japanese. Government was something to be tolerated because of its power, to be resisted as much as one dared, to be suspected

and distrusted and disliked as oppressive and as the depriver of freedom. This generation of adult Koreans was long treated by the Japanese overlords as second class human beings with a second class culture. They were permitted to hold only the secondary and minor jobs in management, government, and education.

Then freedom came—suddenly and with no years of preparation for independence and almost no experience in democratic self-government politically.

● The respected and famous journalist in Korea in the past was the man who dared to criticize, oppose, and ridicule the Japanese-controlled government. To have been jailed for such daring was proof of courageous journalism. This negative and opposition attitude didn't die with liberation. For a while there was the American Military Government to be criticized. Since the founding of the Republic of Korea in 1946 some journalists have been unable to change this attitude. I discussed with hundreds of Korean newsmen the more challenging, and more difficult responsibility of the new journalism in Korea today—to be positive, constructive, and moderate.

I came home with one general observation which, I think, sums up what is going on in Korea and inspires the hope for continued improvement. The people, the government, and the press—all suspicious of each other, all extreme, reckless, and irresponsible with the first tastes of freedom and independence—are showing signs of maturity and increasing responsibility. They are beginning to show more understanding, confidence and appreciation for each other.

● Freedom, responsibility, democracy—all these need experience and a tradition to keep them strong. Public opinion and tradition must support and even demand them.

It is happening, as the Koreans say, "chok-im-sik, chok-im-sik" (little by little).

Worth Quoting

Confucius: "He who would be a good writer should be clear in vision, quick in hearing, genial in expression, respectful in demeanor, true in word, serious in duty, inquiring in doubt, firmly self-controlled in anger, just and fair."

Spittoon Age— Schoolmaster—

(Continued from page 31)

Journal pointed out that "With the development of new photographic techniques a photographer can be as unobtrusive as any other spectator. Responsible editing can remove the danger of overemotional public reactions. . . . Dignity is not inconsistent with photography, nor is freedom the same as license.

"In this instance, the judge has not surrendered control over the dignity of his court, nor the defense the prerogatives of their clients. And the press is exercising its most important right . . . freedom!"

The views of the Athens, Ga., *Banner-Herald* expressed those of the Georgia Press Association and partly of Judge Clinkscales: The people make the laws, the people's representatives prosecute them, the people own the property on which the trials take place, and the people have a right to know what is going on in all court proceedings.

● "Photographs, judiciously taken, can help show the people how their judicial system is functioning, and it is hoped that other judges and lawyers will take note of the stand taken in Jefferson."

The Chicago *Sun-Times* added "We agree with the judge's stand on picturemaking and contend that it is time for courts in other states to move out of the spittoon age."

(Continued from page 22)

of the drivel that drools into those of the nation's living rooms where someone is too lazy physically or intellectually to turn the dial or flip a switch? By and large, television's news reporting makes the composite metropolitan daily sparkle by comparison.

Despite occasional reporting and interpretive feats by radio and television, the daily newspaper remains the source of the bulk of the information and ideas the American people use to operate their democracy and their personal lives.

That is why it's so important for American newspapers to maintain high standards of integrity, and constantly to strive to improve their effectiveness as purveyors of a grandstand seat to view the entire global circus—not just a few sideshows.

● All newspapers can't and won't be cast in the same mold. They shouldn't be. Each, like an individual, is entitled to its own character, personality and special interest hobbies. There are no perfect people in either real life or fiction, so why expect a human institution like a newspaper to attain perfection?

You don't. But editors, publishers and staff members, while realistically cognizant of the impossibility, should strive unceasingly to attain that impregnable and probably impractical pinnacle.

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Tales of the Oil Country

By James H. Clark

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Once Over Lightly

By DONALD FREEMAN

NEWSPAPER stories I never finished reading:

Hollywood—In preparation for her starring role in the Mogul-Tiger production, "I Was a Teenage Legman for a Gossip Columnist," lovely Pepper Pectoral will work as a reporter for two weeks in an actual newspaper city room. Said producer Milton Mogul: "This will insure authenticity in all phases of . . .

Well, the groundhog at the City Zoo came out and saw his shadow yesterday. According to legend, this means . . .

Dr. Hugo P. Trauma, on a three-day visit here from Vienna, said in an interview yesterday that Americans are fond of westerns on TV and in the movies because of certain childhood frustrations rooted in Oedipus anxiety and retrogressive dreams which lead to slight paranoid guilt feelings. Explained Dr. Trauma: ". . .

Las Vegas, Nev.—Last night, according to usually reliable informants, one of Bing Crosby's sons . . .

Dusty Cellar, who had been given a vote of confidence by the ballclub's board of directors last week, was succeeded as manager of the Purple Sox yesterday by the veteran catcher,



Knobby Fingers. On being informed of the promotion to his new post, Fingers told sportswriters: "I can only tell you that from now on we'll have a team that knows the meaning of the word, 'tustle' and what's more . . .

San Francisco—The latest fad embraced by members of the Beat Generation . . .

For more than 15 years, J. Bare Penury was believed to have been just another penniless derelict existing by cadging drinks and legging on Skid Row. However, on Penury's death police investigated his shabby room and, to their surprise, there they discovered hidden in a sock . . .

Paris—Brigitte Bardot said today . . .

Gen. Rafael Trujillo Jr. revealed to this reporter yesterday that ru-



mors of other betrothals to the contrary, the identity of his true love is . . .

BEHIND THE BYLINE

Donald Freeman's byline has appeared nine times previously in *THE QUILL*. He is now in his sixth year writing a column which is syndicated in fourteen Copley Newspapers in California and Illinois. Before joining the staff of the San Diego *Union*, he was on the staffs of the Chicago *Herald-American*, *Sun* and *Tribune*, and edited an Army newspaper at Wright Field. A graduate of the Medill School of Journalism at Northwestern University, Freeman also writes short stories and articles for magazines. His article in the March, 1956 issue of *THE QUILL* led to a book publisher's request for a humor book—which hasn't yet been written.

Illustrations were drawn by Ralph Yoes, editorial cartoonist for the *Union*, whose work is also syndicated.



DONALD FREEMAN

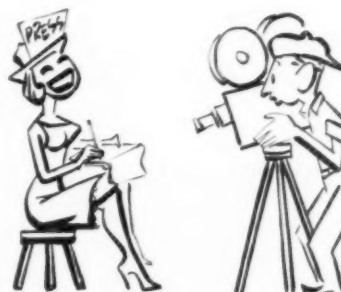
It was reliably reported yesterday that Jayne Mansfield . . .

At a quiet family gathering in his home yesterday, Epoch Q. Lengthy celebrated his 101st birthday, blowing out all the candles on his cake. Asked to relate his recipe for longevity, Mr. Lengthy spurned the drink offered him and told reporters: ". . .

April 22 (Special to the *Daily Persiflage*)—To herald the first day of spring, 79 fraternity men at Ribald State Teachers yesterday engaged in a panty raid in which . . .

New York—Henri Le Flat, the Parisian arbiter of women's fashions, yesterday announced to the Hemline Institute that instead of being on the way out, as had been previously reported, the Sack dress . . .

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The Book Beat

Mass Communications

FIFTY years ago, when Walter Williams founded the world's first school of journalism, teachers of journalism already were struggling for academic respectability. A quick look at **Introduction to Mass Communications Research** (Louisiana State University Press, Baton Rouge, \$5), edited by Ralph O. Nafziger and David Manning White, indicates that quite a few now have made the grade.

The earliest teachers of journalism were fugitives from the English departments or news men turned academicians. They gained their promotions by writing textbooks or by dabbling in history. About the time Frank Luther Mott was proving that an English teacher could become a first rate historian as well as a teacher of journalism, George Gallup, with

a dissertation produced in the psychology department of the State University of Iowa, demonstrated to the journalism educators that it was high time they were learning to count something besides headlines. Gallup went into advertising and the journalism teachers went back to their siesta for another twenty years.

The present collection of essays is another milestone in the drive to establish journalism as a true academic discipline. In their treatment of such topics as research planning, the experimental in communication research, field methods in communication research, statistical methods in communication research, measurement in communication research and the scientific method and communication research, the contributors demonstrate the growth of that group of journalism educators who are able to handle themselves in the world of the social sciences. Thus as a progress report this volume is significant.

It is a pity, however, that competence in a field so long neglected should carry with it a growing disrespect for the methods of investigation that throw light upon a subject without smothering it in formulae. Journalism schools just won't be the same when the students trade their typewriters for calculating machines and there is no longer a place for the teacher whose chief distinction is his ability to drop by the courthouse and research (excuse me, dig up) a story and write it without benefit of slide-rule.

—HOWARD R. LONG

Say It Right

FEW reference books are also engrossing reading. A notable exception is Theodore M. Bernstein's **"Watch Your Language"** (The Channel Press, Great Neck, N. Y. \$3.95). Mr. Bernstein is assistant managing editor of the New York Times and the editor of that newspaper's staff bulletin "Winners and Sinners." Most of the material in this book comes from that bulletin and has the ring of authenticity. As the author explains, it is publication of "second-guessing" and a "combination of gadfly and know-it-all."

There are chapters on words that need watching, syntax sinners, helpful hints for the copy desk, and practical ways to tighten up leads and distill the reporter's verbiage into the clear gold of terse, vivid prose. Occasionally I found myself in disagreement with the author, but the areas of dispute are minor and there is

no disputing the soundness of most of his judgments. They are embellished with his lively sense of humor and sometimes a touch of acid.

Certainly this book belongs in every newspaperman's library along with Roget and Webster and it should prove a valuable tool for the classroom as well.

C. C. C.

Tips on Features

PROF. STEWART HARRAL, who is on the journalism faculty at the University of Oklahoma, has become a prolific writer in his field. **"The Feature Writer's Handbook"** (University

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of Oklahoma Press, Norman, Okla., \$5) is the eleventh book from his typewriter. It is a practical guide for feature ideas and markets, with some 2,000 specific ideas for feature stories on everything from agriculture to zoos.

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C. C. C.

PR Handbook

A COMPREHENSIVE treatment of the Public Relations field, increasingly important in an increasingly complex society, is the second edition of "Effective Public Relations" (Prentice-Hall, Inc., Englewood Cliffs, N. J., \$6.25). The authors are Scott M. Cutlip, chairman of the Public Relations sequence at the University of Wisconsin School of Journalism and chairman of the Council on Public Relations Education, and Allen H. Center, director of Public Relations for the Parker Pen Company and a former lecturer at Northwestern University.

This text, giving the "why" as well as the "how" of P.R., meets the needs of a basic college-level course. Fundamental in approach, yet comprehensive in scope, the book's twenty-one chapters are grouped in five general parts: The Perspective, The Process, The Publics, The Practice, and New Horizons. A methodical "Fact-Finding, Planning, Communicating" approach is made to the P.R. task and principles are applied to particular problems of industry, unions, higher education, government, military forces, welfare agencies, and churches.

For Beginners

THE third edition of "Exploring Journalism" (Prentice-Hall, Inc., Englewood Cliffs, N. J., \$6.95), although designed as a text for introductory college courses, is well worth the reading and study of professionals in the several fields in communication. The authors, Roland E. Wolseley, chairman of the magazine department and professor of journalism at the Syracuse University School of Journalism, and Laurence R. Campbell, dean of the Florida State University School of Journalism, do an excellent job of drawing together the media of mass

communications in an integrated study of historical background, philosophical viewpoints, social responsibilities, vocational requirements, and specialized techniques. Journalism is viewed both as a social force and as a vocation. Scholarly and imaginative understanding is evident in the revisions—what has been kept, added, rewritten, and reorganized. The result is a book that does have the freshness and excitement of exploration about it.

The Book Business

TWENTY-ONE specialists in the book industry have contributed to a new guide to the field, a volume titled "What Happens in Book Publishing," edited by Chandler B. Granis, associate editor of *Publishers' Weekly* (Columbia University Press, New York, \$5.50). The book, a survey of the patterns and problems of production, promotion and distribution of American books, gives the general picture of book publishing. The editor's own first chapter itself is a good concise account of book publishing. This should be of value and interest to would-be and "for real" writers, editors and publishers alike.

Scriptures

A BOOKLET, "Scriptures I Have Lived By" (published by The Nashville Tennessean, Nashville, Tenn., 75 cents), is a collection of twenty-one articles by James W. Carty Jr., religious news editor for the *Tennessean*, freelance writer, and ordained minister. The articles were in an eighth annual pre-Easter series on the faith of fine lay men and women of Protestant, Catholic and Jewish faiths. The series has been widely copied by papers coast to coast. Surely church editors ought to read this collection of simple but inspiring interviews.

Consent of the People

NO enterprise today seems able to show a profit or otherwise succeed in its efforts without the consent of the people. The success of intelligent public relations to successful business management is dealt with in John W. Hill's "Corporate Public Relations" (Harper & Brothers, New York, \$3.50). He spells out the principles and policies for developing the corporate asset of good will and the growing importance of public relations in shaping the future course of industry. This 178-page book, mostly for executives or those who aspire to policy making positions in the ranks of business, is a practical handbook of public relations principles.

—D. WAYNE ROWLAND

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Sigma Delta Chi CONVENTION SECTION

San Diego Is Host to Convention

This preview of what delegates to the Sigma Delta Chi convention in San Diego can expect to see has been compiled from material furnished by Neil Morgan, San Diego Evening Tribune columnist; Lee Shippey, former columnist for the Los Angeles Times; and John Raymond Murphy, sports editor of the San Diego Union.

ONCE, San Diego built Lindbergh's *Spirit of St. Louis* and sent the PBY Catalina and the B-24s and B-36s off to war. Today it is shipping Atlas missiles to Cape Canaveral and establishing a broad new economic base in atomic

and electronic research and production. Its tuna fleet ranges south beyond the Equator, its tourists arrive in swelling tides, and the Navy gives no hint of abandoning its investment of over \$500,000,000 in property which cannot be floated or flown away.

Those who see San Diego first by air are seeing the city at its shimmering best. It nestles cozily amid the hills beside an ocean which looks deceptively pacific. It rises from the ground suddenly and without apparent reason until the harbor comes in view—a fourteen-mile, boot-shaped lake dotted with nothings which become, at sea level, tuna clippers and warships.

For those who come from the north,

by highway or the Santa Fe, it takes longer to understand why the city is here. The approach is through placid and picturesque coastal communities . . . past a brick works with a leaning chimney as violent as Pisa . . . across a dusty river bed from which the city once was flooded . . .

On this page is one view of San Diego, 1958 Sigma Delta Chi convention city. In the center is the U. S. Coast Guard base and the dock area for tuna boats. At top left beyond the business section of the city, is Balboa Park with mountains in the background.

convention section

on past adobe structures which were the birthplace of California but look today very much like cafes and churches and homes.

● Then comes a village of buildings in which were born the Liberator bomber and the Atlas intercontinental missile . . . past a glittering civic center (which faces the other way, toward the harbor) and finally into a downtown which might be any city's downtown—except for the glistering sunshine, the absence of grime and dust, and the casual, easy demeanor of its people.

Approaching from the east, one leaves the desert, climbs through the rugged Laguna Mountains and drops down finally on the ocean side of the coastal range, the cool moist air lapping at his face. The city is not seen with a single glimpse. There are clean, pleasant communities bordered by groves and ranches: Alpine, El Cajon, La Mesa. Then suddenly there are curbs, and inviting motels. If one drives on, he reaches the Pacific before he sleeps that night, knowing he has gone as far as he can go.

● San Diegans cannot help but hear a great deal about their climate. It has been superb for the several centuries of which some record is had, at least, but it is publicized mostly on the rare occasions when it leaves something to be desired.

It has become fashionable to hail the growth of California as a sociological phenomenon—a national trend—a new frontier. But the history of San Diego as a city is only a century old, and it is a history of growth both steady and spectacular. The gold rush that San Diego has known is one which has led consistently from one rich vein to another . . . from whale oil and hides in the



Jack Murphy, sports editor of the San Diego Union, watches the races at Del Mar with Walter Winchell and Joe DiMaggio.

early times of Alonzo Horton to the solid gold or aircraft and electronics industries, agriculture, tuna fishing—and the bolstering, constant presence of the Navy and tourists.

In fact, California as a whole is growing faster than any other area of comparable size has ever grown—so rapidly that the Census Bureau's 1960 population estimates will give the state seven more congressmen, or more than any other state except New York.

● And the greater part of this incredible growth is in Southern California. More than half the residents of Southern California weren't here twenty years ago, three-fourths of them weren't here thirty years ago, and only one person out of twenty was a Southern Californian fifty years ago.

Here the out-of-doors is forever inviting. Mexico and the islands are within easy reach and so are the mountains and the desert.

Football, baseball, golf and fishing are all-year sports in Southern California, and the out-of-doors offers so many temptations that some persons, even reporters, have been known to neglect business to pursue them. But human interest transcends all other interests and that is California's outstanding attraction.

Maybe it's something in the drinking water; maybe it's the climate; maybe it's the system. Whatever the reason, the validity of San Diego's boast as the "City of Champions" is beyond dispute.

Athletic champions flourish in San Diego in such prolific numbers that an organization—the Breitbard Athletic Foundation—was created just to honor them. Each year the foundation passes out hundreds of certificates and trophies, and its board of governors contend solemnly with the problem of naming new members to its own athletic hall of fame.

The Hall of Champions, soon to be dedicated in San Diego's world-famous Balboa Park, will be populated exclusively by native sons and daughters who have distinguished themselves in the realm of sport. Name a game and San Diego has a champion to match: Tennis? Maureen Connolly. Boxing? Archie Moore. Baseball? Ted Williams, Bob Skinner, Don Larsen, Ray Boone, Jack Harshman. Golf? Billy Casper, Gene Littler and Phil Rodgers, the latter being the newly-crowned National Collegiate champion.

Archery? Rueben Powell. Track and Field? Bob Gutowski and Willie



NEIL MORGAN

Steele. Motorcycle racing? Brad Andres. Badminton? Jim Poole and Dr. Dave Freeman. Horse racing? Ray York.

Interesting things happen to San Diego's champions. Don Larsen became the only pitcher in history to fashion a perfect game in the World Series. And Ted Williams earned a measure of immortality by hitting .401 for the Boston Red Sox in 1941. No major leaguer has hit .400 since.

● Williams recently observed his fortieth birthday but another San Diegan, tall Bob Skinner, is ready to carry on the tradition when old Number Nine finally calls it a career.



LEE SHIPPEY

Convention Program Includes Top Speakers and Serious Business, But With Time Out for Fun

A WELCOME as warm as California's famous sunshine awaits the 500 delegates and visitors who are expected in San Diego for Sigma Delta Chi's forty-ninth annual convention November 19-22. The convention headquarters will be the U. S. Grant Hotel in downtown San Diego, where fun will be mixed with an impressive list of speakers and important business sessions.

Plans for the four-day meeting are now nearing completion under the guidance of James S. Copley, president-publisher of the San Diego



James S. Copley, president-publisher of the San Diego *Union* and *The Evening Tribune*, who is general chairman in charge of convention plans.

PANELISTS



Fanning



Healy



Hoyt



Catledge

Union and *The Evening Tribune*, who is chairman of the General Committee for the convention.

The fraternity's first convention to be held on the West Coast since before World War II, will open on Wednesday, November 19. During the day as delegates register, tours will be available at the *Union-Tribune* Building. A reception, with cocktails and a buffet dinner will be held Wednesday night at the exclusive Konai Kai Club on Shelter Island in San Diego Bay, with The *Union-Tribune* Publishing Company as host.

Thursday morning's session will include addresses of welcome, the annual President's report, and reports of national officers and committees of the fraternity. The Thursday luncheon will be sponsored by the School of Journalism of the University of Missouri as a part of the school's fiftieth anniversary observance.

● A highlight of the Thursday afternoon program will be a panel discussion on the 1958 Congressional election. Panel speakers will include Turner Catledge, managing editor of the *New York Times*; Larry Fanning, assistant executive editor of the *Chi-*



Archie Hicks Jr., arrangements committee chairman for the 1958 national convention of Sigma Delta Chi in San Diego.



Herbert Klein, executive editor, San Diego Union, who is chairman of the Activities Committee.

cago *Sun-Times*; Palmer Hoyt, editor and publisher of the *Denver Post*, and Grant Holcomb, Columbia Broadcasting System news commentator. George W. Healy Jr., editor of the *New Orleans Times-Picayune* and president of the American Society of Newspaper Editors, will act as moderator.

The dinner Thursday night will be sponsored by the aircraft industry of San Diego and the speaker will be an authority on space missiles.

Following a custom of previous years, the Friday morning program will feature separate sessions for professional chapters, undergraduate chapters and delegates at large. These sessions will follow breakfasts for undergraduate chapter advisers and for past presidents.

Friday has been designated as "Statehood Day" and the afternoon program will feature Robert B. Atwood, editor and publisher of the Anchorage, Alaska, *Daily Times*, and William H. Ewing, managing editor of the Honolulu, Hawaii, *Star-Bulletin*. There will be a model initiation to be conducted by the Northern California Professional Chapter and a service of remembrance by the San Diego Professional Chapter.

Dinner Friday night will be preceded by a cocktail party at the Caliente Race Track in Tiajuana, Mexico, just twenty miles south of San Diego. Delegates will join Hollywood movie stars at either the dog races or the Jai Alai games in the colorful Mexican city.

The final business session is scheduled for Saturday morning and will include the election of officers, adoption

of resolutions and the election of three Fellows of Sigma Delta Chi. There will be a luncheon at noon aboard an aircraft carrier in San Diego harbor and a tour of the harbor area in the afternoon.

The convention banquet will be held Saturday night in the U. S. Grant Hotel and will feature a top administration speaker from Washington, D. C. The final item on the convention program will be the breakfast and post-convention meeting of the Executive Council on Sunday morning.

● Business sessions this year are expected to evoke more than normal interest because of the importance of the subjects on the convention agenda. The agenda includes consideration of the Membership Eligibility Committee's recommendations for revising the eligibility of candidates for membership; the Freedom of Information Committee's report and the report of the Fiftieth Anniversary Committee which will outline the final plans for the observance of the fraternity's fiftieth anniversary in 1959.

Another committee report of interest will be submitted by the Initiation and Service of Remembrance Committee, which is expected to submit recommendations for revision of the ritual as a result of its study during the year.

Petitions for undergraduate chapters will be acted upon by the convention. The groups petitioning are located at Texas Tech, Lubbock, Texas; Duquesne University, Pittsburgh, Pa.; the University of North Carolina, Chapel Hill, N. C.; Bradley University, Peoria, Ill., and New York University, New York City. Edward Lindsay, editor of the *Lindsay-Schaub Newspapers*, and National Vice President in Charge of Expansion, will present the petitions to the convention.

A hospitality room for undergradu-



Alden Godfrey, who is serving as chairman of the Promotion and Publicity Committee.

ate members of Sigma Delta Chi will be operated by the Union-Tribune Publishing Company's training department during the convention.

Howard Taylor, training director for the papers, will be in charge. He will be assisted by hostesses from the Journalism Department of San Diego State College and by trainees from the department. Coffee and doughnuts and soft drinks will be served.

Miss Kathleen "Kathy" Stevens, 18, has been chosen Queen of the San Diego Chapter, Sigma Delta Chi, to reign at the convention.

She is the daughter of Capt. and Mrs. J. D. Stevens, of 680 Margarita Ave., Coronado, and was Miss Coronada of 1958. The brown-haired, dark-eyed beauty, a freshman English Literature major at San Diego State College, was chosen by the Sigma Delta Chi undergraduate chapter at the college. She will serve as official hostess and greeter.



Heading convention committees are from the left: Al Jacoby, vice chairman for Publicity; Bascom Jones, chairman of the Ladies Committee, and Dr. James Julian, who heads the Finance Committee.

Early San Diego Newspapers Were Colorful and Rugged

By JERRY MACMULLEN

If John Judson Ames hadn't lost part of his printing-press in the Chagres River, or some more of his gear in one of San Francisco's fires, or taken so long rounding up the needed financial support, San Diego might have had the first newspaper in Southern California.

As it was, when the first issue of the *Herald* rolled—or rather, slithered—off of the little Washington hand press in Old Town on May 29, 1851, Los Angeles already had a newspaper which was twelve days old. It never seemed to bother Ames, however.

Six and a half feet tall and built in proportion, Ames was no man with whom to take liberties. The erstwhile Second Mate—his father was a ship-builder in his native Calais, Maine—personally dove overboard and salvaged a missing part from his press. The incident, however, delayed him—as did the fire and the fact that, landing penniless in San Francisco, he was forced for a period to use his muscles to manhandle baggage from incoming steamers.

● Just what a little burg like San Diego, only recently “liberated” from the sleepy Spanish-Mexican regime, was doing with a newspaper anyhow, is a good question. Certainly the village could not support a newspaper with its own advertising patronage, and there were those who wondered why Ames, who by that time was not doing at all badly in the Bay City, should make the move. The answer was that the *Herald* was heavily subsidized with San Francisco advertising, and was the official mouthpiece of United States Senator William M. Gwin. The senator had ideas, and one of them was to divide the state, annex Baja California and the Sandwich Islands, make San Diego the capital, and build a transcontinental railroad from there east.

The *Herald*, with its San Francisco ads and its clips from newspapers brought in by obliging officers of the old paddle-wheel steamers, was not without its moments of high humor.

The best one was when Ames, finding it necessary to spend some time in San Francisco, turned the editorship over to a nice young man, Lt. George H. Derby, an Army engineer. Derby, in addition to being a good writer and an accomplished cartoonist, also was an outrageous prankster. Hardly had Ames left town when the *Herald's* editorial policy was reversed. Derby, when not mischievously compiling a “pictorial” with stock cuts, amused himself by praising Ames' enemies and excoriating his friends. It speaks volumes for the big editor's sense of humor that, on his return from the north, he did not murder the lieutenant.

● Senator Gwin's grandiose scheme died on the vine. Ames' health—and the fortunes of the *Herald*—began to wane. On April 7, 1860, the paper was published for the last time. Ames moved it to San Bernardino where, briefly and with no marked success, it appeared as the *San Bernardino Herald*. He sold it shortly before his death in 1861.

San Diego now was without a newspaper, a fact which has bedeviled historians ever since. The Civil War came and went, with no local paper to chronicle its impact upon the sleepy village. And an impact there was, indeed. With a heavy population of Secessionist sympathizers, the state had its troubles. Up in Visalia, celebration of July 4 was suspended “for the duration” because of resultant violence.

● In San Francisco young Asbury Harpending outfitted a raider for the Confederate Navy only to be ignominiously captured by a bunch of plainclothesmen from the local police station. Two twenty-four-pounder siege guns were rushed to San Diego and mounted at what now is the foot of Market Street, as insurance against the Confederate Navy. Union soldiers, left at San Diego barracks without fuel, tore up the town's first steamboat wharf and burned it to keep themselves warm. What copy it would have made!

● By 1868, local pride no longer could withstand the dubious distinction of being a town without a paper. An early civic leader, Ephraim W. Morse, went up to Calaveras County where his brother-in-law, William Jeff Gatewood, was publishing the *San Andreas Register*, in partnership with Edward J. Bushyhead. Gatewood was prevailed upon to come to San Diego with his paper and so, on October 10, 1868, the *San Diego Union* made its first appearance; it was named in honor of Union, Connecticut, home town of the founder of “new” San Diego, Alonzo E. Horton. For one reason or another, neither Gatewood nor Bushyhead wished to put his name on the masthead, and so the name that appeared there was that of J. N. Briseno. He was the office-boy.

Gatewood sold out his interest after a few months and Bushyhead, who later was Sheriff and also Chief of Police, retired in 1873. To the dismay of Gatewood, a staunch Democrat, the new owners of the *Union* were deep-dyed Republicans. There was only one thing left for him to do—go out and start a rival paper.

● Thus there came into being a new daily, the *Daily World*, on July 25, 1872. Briseno, the masthead office-boy, owned an interest. The *World*, actually built from the remains of the short-lived *Bulletin* and the equally ephemeral *Daily Herald*, lasted until 1875 as such, when it merged with the *San Diego Daily News*, and continued publishing until 1882.

On July 19, 1881, the *San Diego Sun* was founded. It changed hands from time to time, finally winding up with the bank which financed it, as owner. This was in 1891, and the bank failed a few months after getting into the newspaper business. The *Sun* was sold back to one of its former owners; a few months later it again was sold, its newest owners having the financial backing of E. W. Scripps.

Meanwhile—in 1882—the *Sun* had acquired the *World*. In 1885 it had bought out the *San Diegan*, and for many years it was the *San Diegan*.

Sun. The hyphenated title was dropped, in favor of just plain *Sun*, in 1909.

Another notable merger was that of the *Daily Bee* with the *Union*. The *Bee*, a lively little paper, was established in 1887, but failed to prosper. Thus, for many years on from 1888, under the *Union's* masthead appeared the line, *And Daily Bee*.

● Of longer life-span than many of the others, was the *San Diego Vidette*, daily and weekly, which first appeared August 6, 1892. But the town now was definitely going down-hill; the collapse of the great real estate boom of the late 1880s had left streets lined with empty buildings. Under these conditions it is remarkable that the *Vidette*, which must have been a pretty good newspaper, was able to last for eight years. In January of 1900 its name was changed to *Morning Call*, and a few weeks later it was merged with the *Union*.

The *Evening Tribune* was established late in 1895, apparently with good financial backing. Not too long afterward it absorbed the *Coronado Evening Mercury*—an excellent daily, with *Associated Press* franchise and all—and continued to operate as an independent until 1901 when it was

purchased by John D. and A. B. Spreckels of San Francisco, owners of that city's *Morning Call*.

● Meanwhile, in 1890, the Spreckels interests had acquired the *Union*. Their other San Diego ventures included ownership of Hotel del Coronado, the Coronado ferry, and the streetcar system of fond memory. On February 1, 1928, the *Union* and *Tribune* were purchased by Colonel Ira C. Copley, shortly after the death of John D. Spreckels.

All this time the *Sun* had been plugging along. Scripps' personal interest, and that of W. H. Porterfield, now had been acquired by Scripps-Howard, and the "opposition" daily continued its robust way. But economic conditions were not the best; rising costs of publication hinted at what was to come, and on November 25, 1939, the *Sun* shone for the last time. It was merged with the *Tribune*, and for some years, the paper hit the streets as the *Tribune-Sun*.

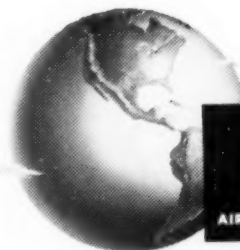
● On March 17, 1944, the weekly throw-away *Progress Journal* was parlayed by Clinton D. McKinnon into a full-fledged daily, the *San Diego Journal*, having surmounted the difficulty of obtaining war-time allotments for hard-to-get newsprint.

Three years later it changed hands. Then, on May 27, 1950, it folded up with little warning, to become the latest scalp on the *Tribune's* belt. As any such title as *Tribune-Sun-Mercury-Journal* was too ridiculous even for relevant governmental regulations, the opportunity was presented for the *Tribune-Sun* to become, once more, the *Evening Tribune*.

● Tucked away in musty file-drawers, on shelves and on microfilm, one will find the ghostly legion of San Diego's name-calling, gun-toting journalism—*Herald*, *Vidette*, *World*, and the rest. They make refreshing reading, taking us back into the days when a paper could print all of the facts, and you could call your opponent a "... vulgar and profane blatherskite" and get away with it—if you were quick enough with your trusty Colt's.

About the last one to practice journalism "with the hair on it" was the late A. R. Sauer, who for thirty-six years ran a revived version of the *Herald*. His coverage of the rhubarb arising from the disappearance of Aimee Semple McPherson got him tried—and acquitted—in Federal Court, and while not recommended as a school text, it was a honey of a story.

Welcome
to the
Sigma Delta Chi
Convention
in beautiful
San Diego
Nov. 19-22



ROHR
AIRCRAFT CORPORATION

Chula Vista & Riverside, Calif.



SIGMA DELTA CHI NATIONAL CONVENTION • SAN DIEGO • NOVEMBER 19-20-21-22

Anti-Kilgore Report Sentiment Voiced in Many States

Response has been heavy, thoughtful and country-wide to the advertisements the Texas Association has published in the Quill to state its opposition to the proposed "narrow gate" redefinition of journalism that would exclude all public relations men and industrial editors from membership in Sigma Delta Chi.

Having made its position clear in the previous ads, the Texas Association now invites you to read what Sigma Delta Chis elsewhere in the nation have to say. We regret that space limitations preclude a full report on the comments of all who have replied. Those presented have been selected on the basis of giving representation to all sections of the country.

"I feel that I am just as much engaged in the profession of journalism today as I was when I ran the gamut from reporter on a weekly to managing editor of a daily newspaper. I am taking the liberty of enclosing several copies of one of our external house organs, which it is my pleasure to edit. I have a file of comments on 'Impressions' from working newspapermen which term it a valuable tool of the trade. I have letters indicating that it is being used by several colleges and universities as a supplementary text in courses on photo-journalism. Its 10,000 circulation goes to editors, photographers, publishers and journalism educators. Yet, I stand indicted by the Kilgore Committee as a 'non-journalist'."

JAMES B. MOORE
Director of Information
Fairchild Camera and
Instrument Corporation
Syosset, Long Island, N. Y.

"Is an industrial editor not a journalist, but a rip-and-read radio newscaster is? Granted, the 'press agent' type, who sells his company's product or service through free advertising in editorial columns, does not always measure up to our standards. But the 'publicist' who earns his keep by financial reporting, news writing, and legitimate feature writing and photographic captions — doing his job FOR newspapers, radio and TV stations, often at their request — many times fits SDX standards more closely than the scores of party-going, bribe-prone, underpaid newspaper staffers.

"Perhaps some weeding should be done; maybe there are some present members who have no scruples who should be booted, but not through the method proposed."

LELAND J. ATHMER
Bellwood, Illinois

"As a longtime newspaperman and one-time president of the Detroit (Mich.) professional chapter I favored admitting qualified public relations men to membership in the fraternity. I have seen no reason for changing these views since I turned to teaching.

"The best public relations men today are recruited from the ranks of newspapermen — and increasingly from the

ranks of better newspapermen. I believe the fraternity would do itself a disservice by shutting the door to men of the caliber to be found in the news bureaus of the various Standard Oil companies, United States Steel, the big three automobile manufacturers and in any number of other industrial and manufacturing concerns."

BREWSTER P. CAMPBELL
Head, Department of
Journalism
University of Arizona

"It seems silly to me that colleges and universities have journalism sequences leading to public relations and industrial journalism and that undergraduates can be initiated into SDX, but those who are engaged actively in the work would be barred. I would never advise a college graduate to go directly into either of these fields without gaining other experience. For example, I have an associate editor who is a Holy Cross graduate and who spent some 13 years on the New Bedford (Mass.) Standard Times from reporter to sports editor to city editor. Yet under the Kilgore proposal he is ineligible."

RUSSELL J. HAMMARGREN
Editor, Company Publications
Hughes Aircraft Company
Culver City, California

"Certainly there should be careful selection of those voted into membership in Sigma Delta Chi. No thinking person would contend that all men in the field of public relations or that all men drawing newspaper or radio salaries should be members of Sigma Delta Chi. Rather the journalistic job you do and the manner in which you do it should be the determining factors."

ROBERT D. HOLLOWAY
Southeast Public Relations Mgr.
Reynolds Metals Company
Listerhill (Sheffield) Alabama

"I wish to enter my strongest protest against a policy that would arbitrarily rule all PR men as non-journalists and, hence, not eligible for membership in Sigma Delta Chi. I believe such a policy is unrealistic, non-journalistic, and just plain stupid.

"PR men today are educationalists, public informants, editorial directors, and policy makers for their employers. In that respect, their duties are not too different from the duties of an editorial director and writer for a large daily newspaper. They attempt to enlighten the public's mind on matters concerning their industry or profession or organization; they present their opinion and thinking on matters of public concern — just as an editorial writer presents his thinking; they play a large part in policy-making — just as an editorial director usually decides how his paper will handle a vital issue in the news."

C. E. BOUNDS
Head, Dept. of Journalism
University of Alabama

"Basic undergraduate training of the youngster who wants to go into

public relations eventually follows the essential training required in schools of journalism as preparation for newspaper work. Such courses prepare the student for 'Journalism' as defined in the constitution of Sigma Delta Chi.

"Undergraduates may expect to follow devious routes in attaining ultimate career goals. Many of our own graduates trained in advertising have become members of professional chapters of Sigma Delta Chi after moving over to the news side of journalism after receiving degrees. I know of some nationally famous advertising men who were legitimately members of undergraduate chapters of the dear old brotherhood. All of it convinced me long since that the weeding out of potential members on the basis of uncertain and starry-eyed undergraduate declarations would be stupid. Let the professional chapters be fortified with constitutional authority to exercise judgment in the selection of members, but let it be used with discretion. Limiting membership on a mere definition of terms would lead to chaos."

FAYETTE COPELAND
Director, School of Journalism
The University of Oklahoma

"I am a qualified newspaperman, having operated both daily and weekly newspapers over a considerable period of time and having won national awards for the professional quality of same. I consider the quality of my present output in my company's news bureau to be of the same high quality and meeting the same ethical standards."

CHESS ABERNATHY, JR.
Aircraft Public Relations
Marietta, Georgia

"I do not consider my work in conducting an editorial information service about products of the chemical industry as being very different from that which I formerly handled on a small daily newspaper and as an Associated Press news editor. The subject matter may not be identical but the techniques and aims — accurate reporting of news and feature materials and sound service to editors and writers — are the same. Public relations work often is indistinguishable from a newspaperman's product."

FRANK R. ZUMBRO
Public Relations Department
E. I. du Pont de Nemours & Co.
Wilmington, Delaware

"As a Public Relations man who entered the field after working in newspapers, magazines and radio and who believes he is performing a definite journalistic function in providing the public with information about the activities of a public-supported national health agency, I could not agree with your view more."

LOUIS G. BUTTELL
Eastern Representative
The National Foundation
Washington, D. C.

Texas Association of Sigma Delta Chi

From hilltop to harbor, with
Point Loma beyond, Broadway cuts the
downtown of San Diego like Broadways everywhere.



Sigma Delta Chi NEWS

NO. 73

NOVEMBER 1958

Delegates to Vote on Amendments to By-Laws as Proposed in Kilgore Report

Texas Chapters Split On Public Relations Issue

Is a person engaged in public relations and other related fields eligible for initiation into Sigma Delta Chi, Professional Journalistic Fraternity?

This question will be placed before the delegates attending the 49th Anniversary Convention in the form of amendments to the Fraternity's By-Laws.

Four chapters have requested that the By-Laws be amended in accordance with the recommendations of the Membership Eligibility Committee report published in the August issue of the Sigma Delta Chi News. These chapters are: North Dakota Professional, Chicago Professional, North Dakota Undergraduate, and Colorado Professional.

The proposed amendments to the By-Laws were submitted to the chapters by National Headquarters on October 14 in accordance with current regulations which require that a 30-day notice be given to the chapters. A two thirds vote of delegates present at Convention is necessary to amend the By-Laws.

Considerable debate is expected on the amendments, which if adopted, would do two things:

1. Tighten up on membership eligibility requirements and prohibit the initiation of public relations candidates in the future.
2. Abolish the Associate membership classification and grant Professional membership to all now members of the Fraternity, whether engaged in journalism or not.

In a recent poll of Sigma Delta Chi chapters, taken by THE QUILL, a total of 40 chapters disclosed they expect to endorse the report.

Twenty-seven chapters frankly stated

(Turn page)

Convention Schedules Full Business Program

Business sessions will get underway Thursday morning, November 20, following a full day of registration, when national officers and committee chairmen will be called upon to report on affairs of the Fraternity.

Among the officers to deliver reports are Sol Taishoff, chairman of the Board of Directors-Executive Council; Robert J. Cavagnaro, national president; James Byron, vice president in charge of Professional Chapter affairs; Burton Marvin, vice president in charge of Undergraduate Chapter affairs; Edward Lindsay, vice president in charge of expansion; Buren McCormack, national treasurer.

The activities of the following committees will be described to the Convention by committee chairmen or members: Freedom of Information Committee, V. M. Newton, Jr., managing editor of the Tampa (Florida) Tribune; Historic Sites Committee, Victor J. Danilov, director of public information for the University of Colorado at Boulder; International Expansion Committee, Mason R. Smith, editor and publisher of the Tribune Press, Gouverneur, New York; Research Committee, Charles E. Swanson, Curtis Publishing Company, Philadelphia; Fiftieth Anniversary Committee, Charles C. Clayton, School of Journalism, Southern Illinois University; Professional Chapter Program Committee, Don Carter, city editor of the Atlanta (Ga.) Journal; and the Undergraduate Chapter Program Committee, Robert Root of the Syracuse University School of Journalism.

Two committees will report to the Executive Council at its meeting scheduled for Wednesday, November 19. They are

(Turn page)

These Committee Chairmen Will Report To Convention



Kilgore



Taishoff



Clayton



Newton



Kostka



Carter



Danilov



Smith



Root



Ross

(Continued from column 1)

they opposed the recommendation in the report. Twenty-two chapters said they were undecided or had not formally discussed the report. The rest did not reply to the telegrams sent to officers of chapters who earlier had not disclosed their chapters' positions.

Among latest developments, four Texas chapters voted to support the report. They are the Austin Professional, Fort Worth Professional, West Texas Professional and Baylor University Undergraduate chapters. The Austin, Fort Worth and Baylor chapters previously had been identified in the Texas Association of Sigma Delta Chi advertisements as flatly rejecting the report. The ads were published in the September and October issues of *THE QUILL* by the association, an unchartered group.

Meanwhile, at a meeting of the Executive Council of the Texas Association, it was decided that names of chapters be omitted from the November ad.

The Washington, D. C. Professional chapter was the first to announce its support of the report, but did not send official notice to headquarters until October 20 requesting that the By-Law changes be placed before the Convention. The University of Colorado Undergraduate chapter filed a similar request.

(Continued from column 2)

the Ways and Means, headed by Buren McCormack, editorial director of the *Wall Street Journal*; and the Public Relations Committee chairmanned by William Kostka, who heads his own public relations firm in Denver, Colorado.

The Executive Council also is expected to hear representatives of several chapters inviting the Fraternity to hold the 1960 convention in their cities. Invitations are expected from New York City; Biloxi, Mississippi; Miami Beach, Florida; Reno, Nevada; Williamsburg, Virginia; Detroit, Michigan; and Atlanta, Georgia. An earlier invitation to hold the Convention in Pittsburgh was withdrawn.

Another committee reporting to the Convention will nominate candidates for the honor of Fellows

The Fort Worth Professional Chapter is buying a round-trip airline ticket for its members who will attend the national convention in San Diego.

Round-trip fare from Fort Worth via American Airlines air coach is \$150.92. Late indications were that 12 members would attend the convention, meaning the chapter would expend \$1,811.04 for travel subsidy.

Preliminary plans call for the Fort Worth delegation to board the same flight, which would arrive in San Diego Wednesday night, November 19.

Purchase of the commercial airline transportation by the chapter will be an alternate plan to an original proposal for a chartered plane. The chapter voted in September to charter a DC-3, 22-passenger ship providing at least 18 members made reservations.

of Sigma Delta Chi. Six candidates may be nominated, but no more than three may be elected. The committee is headed by Sol Taishoff, editor and publisher of *Broadcasting* magazine, Washington.

A hard working committee under the leadership of Erle Ross, Chicago editor of *Steel* magazine, will recommend to the Convention changes and revisions in the Fraternity's initiation ritual and service of remembrance.

The Convention will also hear additional reports from Charles C. Clayton when he reports as editor of *The Quill* and as National Historian.

On Thursday afternoon, delegates and members will discuss the report of the Membership Eligibility Committee which was prepared by its chairman, Bernard Kilgore, president of the *Wall Street Journal*, and seven committee members. A vote on amendments as proposed by the report will be held Saturday morning.

No business sessions are scheduled for Friday, but all of Saturday morning will be devoted to official business. The session will lead off with the Credentials Committee's report.

Petitions from several under-

50th Professional Chapter Installed at Richmond



Virginus Dabney (third from left), editor, Richmond Times-Dispatch and winner of two SDX awards for editorial writing, accepts Richmond Professional Chapter's charter from Lyle C. Wilson, vice-president, United Press International. Others, from left: John J. Kilpatrick, editor, Richmond News-Leader; Jack Clements, news di-

rector, WRVA, Richmond; Ted Koop, director of Washington news and public affairs for Columbia Broadcasting System and past president of the Washington Professional Chapter, and Robert W. Richards, Copley Press, president, Washington Professional Chapter.

Twenty-three members of the Washington chapter journeyed to Richmond, 100 miles away, September 20 for official presentation of a charter to the newly-organized Richmond Professional Chapter.

Lyle C. Wilson, vice-president, United Press International, presided at the ceremonies, and spoke to the 11 Richmond charter members. Ted Koop, director of news and Washington affairs for the Columbia Broadcasting System, also was a speaker.

The Richmond charter members are: David M. Clinger, John H. Colburn, Virginus Dabney, Frank H. Fuller, Jerry Gammon, George N. Gill, Steve Guback, Joe Marsh, E. O. Meyer,

Harry L. Smith and John B. Tansey.

Washington members attending were: Robert W. Richards, president, Washington professional chapter; Dick Fitzpatrick, secretary, Washington professional chapter; Lyle C. Wilson; Millard Krebs; William G. Key; Ted Koop, past president, Washington professional chapter; John Horner, president, National Press Club; Ronald Fett; William McNamara; Fred Perkins; Douglas Stengel; Tex Easley; Layne Beaty; Dudley Steel; Gene Cooper; Theodore Serrill; Frank Brunton; Al Wall; Harley Murray; Joseph Dear; Richard Taylor; Ed Edstrom, and Barney Capehart.

The charter was accepted for the

Richmond chapter by Virginus Dabney, editor of the Richmond Times-Dispatch, and winner of two SDX awards for editorial writing.

The group came to Richmond in a chartered "wayward bus," at a news-making time, with Virginia bulging with reporters covering the state's "massive resistance" policy toward integration. Mr. Wilson, in his talk, jokingly commented that they journeyed to Richmond "with all deliberate speed," a reference to the state's anti-integration stand.

The Washington chapter has invited the new Richmond group to repay the visit at a Washington meeting scheduled for early December.

graduate groups requesting the establishment of chapters on their campuses will be acted upon. The journalism clubs are located at Texas Tech, Lubbock, Texas; Duquesne University, Pittsburgh, Pa; University of North Carolina, Chapel Hill, N. C.; Bradley University, Peoria, Ill.; and New York University, New York City.

Delegates also will be called upon to vote on candidates for Fellows; to elect national officers, executive councilors and a national honorary president; and to determine a journalistic site important in the history of journalism and suitable for marking in 1959.

The Committee on Fraternity Theme and National Objective will

probably ask approval of a theme for 1960.

Shortly after hearing the Committee on Resolutions the session is expected to adjourn, bringing to a close the 49th Anniversary Convention.

The Fraternity's 50th Anniversary Convention will be held in Indianapolis, Ind., in November, 1959.

Under the By-Laws of the Fraternity, each chapter has one vote in Convention. Chapters are required to send delegates. Failure to do so subjects them to fines and other penalties. A total of 66 Undergraduate chapter delegates representing some 842 members and 50 Professional chapter delegates

representing about 3,000 members are expected. Several hundred other members and wives will attend the Convention, but without vote. About 12,000 Sigma Delta Chi's who are not affiliated with Undergraduate and Professional chapters are not represented at Convention.

A special section of the meeting rooms is reserved for official delegates and their seating places are marked with the names of the chapters they represent.

Under rules of the Convention, all interim committee reports must be distributed to the delegates at least 24 hours prior to acceptance and must be summarized orally at that time.

Letters to the Editor:

Public Relations IS Journalism—Pu

Editor's Note: On the following pages The SDX News presents ALL letters commenting on the Membership Eligibility report received by the editor up to press time. To make room for these letters which are printed in their entirety, except one, regular news and features had to be omitted. We hope to catch up next month.

Editor, The Sigma Delta Chi News:

I believe very strongly that Public Relations men are not eligible for membership in Sigma Delta Chi.

While most of my professional life has been on the journalistic side, I have handled some big Public Relations jobs, including among others direction of Press and Special Events for the Ford Motor Company at the New York World's Fair.

On that job I had a full-time staff of 26, including top-flight writers, photographers, editors, production folk. We employed only picked people of exceptional talent and integrity, and I believe we lived up to the highest principles of journalism, as regards accuracy and substance.

Nevertheless, we weren't journalists because we wrote and circulated only stories that mentioned Ford or were calculated to build Ford. In that respect the interest of the general reader was not primary. The fact that we disseminated a lot of important and accurate information doesn't make us journalists in the true sense of the term.

I believe, of course, that men who join us while fully intending to stay in journalism, and then switch to Public Relations, should retain their membership and activity in Sigma Delta Chi. But they shouldn't be allowed to propagate. The Public Relations field has its own excellent organization, like advertising.

GEORGE F. PIERROT
Director,
World Adventure Stories and
Former National President, SDX

Detroit, Michigan

Editor, The Sigma Delta Chi News:

As a member of the Indiana Professional Chapter of Sigma Delta Chi, I wish to register my protest to a part of the report made by the Eligibility Committee in the August issue of *THE QUILL*. The part of the report to which I protest is the interpretation placed by the Committee on the word "journalism."

Apparently this interpretation is an attempt to read public relations people and house organ editors out of the journalism field. The definition of "journalism" is, I agree, one that the lexicographers and the general public accepts. But the interpretation and application of the term by the Committee would not be accepted.

According to the Committee, the public relations man who does the research and writes the news story is not a journalist. But the newspaper worker who reads over the story and writes the headline is a journalist. That's being picayunish.

The Committee's interpretation of "journalism" says that house organ editors are not journalists because the companies for which they work are not engaged in journalism. That would mean that the house organ editor for a newspaper or magazine firm, or for a radio or television broadcasting firm,

is a journalist because the firm for which the editor is working is engaged primarily in journalism.

If you want to carry this interpretation to its most ridiculous conclusion, the editors of *Stars and Stripes* could not be called journalists because the firm for which they are working is not primarily engaged in journalism or the field of journalism. Is the Dow Jones Company, of which the *Wall Street Journal* is a part, primarily engaged in the field of journalism?

It's even very possible that the editor of *THE QUILL* could not be classified as a journalist, according to the interpretation of the Eligibility Committee. *THE QUILL* is, after all, the house organ of Sigma Delta Chi, and SDX does not have as its primary purpose the publication of a newspaper or magazine, or the dispensing of news via the air waves.

If Sigma Delta Chi is going to define "journalism" and consider eligibility according to that definition, the definition should be applied to the particular job being performed by the individual member or prospective member. It should not be applied to the primary field of endeavor of the organization which employs the journalist.

Regardless of how some individuals may feel about the situation, Sigma Delta Chi, the best-known of the journalist fraternities, has an obligation to the members and the general public to accept and work with the same definition, and interpretation of that definition, of the term "journalism" as is accepted by the general public. The twisting and warping of words and terms to meet one's own selfish interests is a practice we all deplore.

It is doubtful that the founders of Sigma Delta Chi were omniscient—that they could foretell the modern developments in journalism. If the members today cannot accept the newer fields of journalistic endeavor, then Sigma Delta Chi should back away from basing membership eligibility on the definition proposed for the term "journalism."

Before Sigma Delta Chi writes off the industrial editing field, there are some facts that it should consider. One-fourth of the graduates of journalism schools are entering this field, and the number is growing. More than 70 per cent of the people in the field have college degrees; 12 per cent have graduate degrees. Of those people in the field, more than half are earning salaries in excess of \$500 per month. There are more than 8,000 of these publications in existence with a combined per issue circulation in excess of 300 million. Some of the most powerful and skillful writing being done today can be found in these publications. If that were not true, industry would not be spending over \$500 million per year on these publications.

Journalism today is not confined to the daily newspapers, the popular subscription magazines, and the newscasts on radio and television. Failure of Sigma Delta Chi to recognize the various fields of journalism can only result in ridicule for SDX and loss of support. Acceptance of the newer fields of journalism will mean that Sigma Delta Chi is keeping in step with progress being made in all fields of endeavor.

DEAN W. DETWEILER

Hagerstown, Indiana

Editor's Note: THE QUILL is published by Sigma Delta Chi as a professional journal for all of journalism. The Sigma Delta Chi News which has its own editor is the house organ for Sigma Delta Chi.

Public Relations IS NOT Journalism

Editor, *The Sigma Delta Chi News*:

Reduced to simplest terms, the effort of the Texas Association of Sigma Delta Chi, and those who go along with it, is now as it has been for some time, to make professional membership in Sigma Delta Chi, professional journalism fraternity, available to Public Relations men without restriction as to numbers.

Public Relations is an honorable vocation. Public relations men render a useful service to editors as do many other news sources. Some of my best friends are public relations men. Some of the best, most devoted members of Sigma Delta Chi are journalists turned public relations men.

But public relations is not journalism.

Public relations is a generic euphemism. It embraces those whom, in Hollywood, we used to call publicity men; those whom, in the days of circuses and big traveling shows, were called press agents and those in the international scene whom we call propagandists.

The great bulk of public relations men, today, are engaged in getting "a good press" for various commercial institutions both through advising their clients on effective public behavior, through talking to reporters and through writing and "planting" releases with newspapers and other media. They differ from advertising agents principally in the detail that the space and time they use is secured by rendering a real service to newspapers, by adroitness or, unfortunately sometimes by giving favors to those in journalism who are willing to accept them. I know. At one time I was both an advertising man and a public relations man—for a national advertising agency with station in Los Angeles.

"Journalism" and "public relations" are mutually exclusive.

Those dedicated to journalism as a profession carry on, constantly, a fight to publish news that is without bias—that will inform readers or listeners objectively. If such news happens to call forth a favorable reaction for a cause, a candidate or a commercial enterprise this must happen because the facts point that way, not because the journalist has pointed the story that way.

There is no reason why men who have become members of Sigma Delta Chi while practicing the profession of journalism, or while undergraduates, should be deprived of membership or "reduced to second class" members when they become either advertising agents, public relations men, bankers or ministers of the gospel. There is every reason why the fraternity should safeguard itself against domination by men who have never been journalists.

Sigma Delta Chi, as presently constituted, is not an "honorary" as it has been termed in the "Bull Sheet" of the Dallas chapter. It is a closely knit group of professionals militantly dedicated to the cause of objectively written news presented in space and time proportionate to its interest and importance.

Opening the door to domination of Sigma Delta Chi by unthinking or non-professional Public Relations men, however well intentioned, is the beginning of a death trend.

It is the removal of one more stone in the bulwark of democracy.

Undergraduate chapters particularly, should consider well the Kilgore report and send delegates to the San Diego convention instructed to support it.

WALTER BURROUGHS
Publisher
Globe-Herald & Pilot

Costa Mesa, California

Editor, *The Sigma Delta Chi News*:

I have just read two comments on the thoughtful report of the Kilgore Committee on membership.

One was from PR man Bill Kostka, of Denver, who said: "I regret there is still a group objecting to this report. . . . It recommends one thing I had not expected, that those of us who are public relations members of the fraternity will continue to have the privileges of full membership instead of becoming associates."

The other was in the "Bull Sheet," a Texas publication. Brushing aside the Kilgore report, this commentator makes the astounding statement that "The report leaves us just where we were before." He also announces a series of ads in *THE QUILL* to demand "no-strings-attached professional membership for PR men." I assume this man represents a clique which obviously rejected in advance the temperate, considerate and constructive committee report.

For these members, I have just this word:

There is undoubtedly going to be some sort of professional journalism fraternity devoted to the aims and ideals SDX was founded to uphold. It will not include, in future membership elections, men outside of journalism, as defined by the Kilgore report. Now, if some of you of Texas and elsewhere are determined to seize or wreck SDX, you may be able to do it.

The sequel is clear. It will be the newsmen who will withdraw and start over with a new fraternity. If you must have SDX or die, you will have it, but it will be a PR fraternity only—and I believe you have one of those already. The fraternity which will have to take up SDX's characteristics and destiny will have a new name and a new Constitution.

What will you have accomplished?

Would you rather own the skeleton of a dead SDX than to accept your own professional society with pride and purpose?

JAMES S. POPE
Executive Editor
Courier Journal and
Louisville Times

Louisville, Kentucky

Editor, *the Sigma Delta Chi News*:

Advocates of the Kilgore Committee membership eligibility proposal are confusing the issue by overstressing the point that it would eliminate the associate membership classification so that public relations men now in the fraternity would remain as professional members. Thus, so they say, PR members would enjoy "first-class" status. But would they?

On the contrary, by barring altogether future admission of public relations men as a category, the Kilgore Committee proposal would work to keep, in effect, a "second-class" stigma on present PR members, despite the effort to give them technically a "first-class" label. Though "insiders" when elected to membership, they will obviously bear the taint of "outsiders" by reason of the fact that their fellow professionals, who do not happen to be members and may even be better qualified as journalists, are not welcome.

If PR men are not wanted by Sigma Delta Chi in the future—in other words, if men of their particular area of journalism are not welcome—then certainly PR members continuing in the fraternity will not feel like kindred brothers of the other SDX members.

Letters to the Editor:

PR Is Part of Fourth Estate—

Thus, the proposal to have only professional members and not kick anybody out even though he is classified by constitutional redefinition in an "unwelcome" category is not the concession to PR members that the Kilgore Committee would have them believe. It is a short-range proposition at most and falls far short of being a valid reason for adoption of the committee's recommendations. In fact, it can be disarming and lull into complacency those who at first reading might tend to accept it as an answer to the membership eligibility problem. But careful study reveals that the proposal to make all professional membership one class is really a side issue—not the main question at all.

The main question is what definition of journalism will best serve and protect Sigma Delta Chi over the long range. Speaking as a former newspaperman and magazine editor and a former member of the national Executive Council of Sigma Delta Chi, I am convinced that the correct definition is that definition of journalism that will keep Sigma Delta Chi a truly professional organization in the broad field of modern journalism and will enable the fraternity to continue to broaden its sphere of influence in American journalism.

Sigma Delta Chi needs to remain a horizontal organization which can speak for all elements of the profession—reporters, editors, special writers, radio and TV newsmen, industrial journalists, PR men, information officers, all of the specialists journalism has evolved. True, each specialty has its own vertical organization, but no one speaks, as Sigma Delta Chi could—and should—for the entire Fourth Estate. We can't do it, however, unless Sigma Delta Chi belongs to all, not one, segment of journalism. We can't do it without the PR men and industrial editors, for company journalists are indeed members of the working press.

And, I'm not advocating, of course, that Sigma Delta Chi membership be open to all men bearing the PR title. Eligibility should be confined to public relations men who are journalistically qualified by training and experience and are performing journalistic functions in accordance with the fraternity's constitution as it now reads. It is to the best interests of the fraternity to keep the constitution unchanged.

CLIFTON BLACKMON
Vice President and
Director of Advertising
and Public Relations
First National Bank

Dallas, Texas

Editor, *The Sigma Delta Chi News*:

In the main, the committee report on fraternity eligibility argues well and sensibly for a plan that will assure the continued effectiveness of Sigma Delta Chi. I find myself at odds with the proposal to drop associate status, of which more later. For the rest of it, I think that the new membership restriction is absolutely essential if the organization wants to remain a journalism (incidentally, why don't we drop that silly "istic" business?) fraternity.

I have been on both sides of this fence long enough to be completely schizophrenic about the question, but all my years on the PR side have only served to fortify the personal belief that Sigma Delta Chi should be officered and garrisoned by regulars in the news business. There are those among the membership who will recall that I was formerly a member

of the board and a vice-president of the Chicago professional chapter—this at a time when I was running PR affairs for NBC in the Central Division. Those same people may also recall that I was violently opposed to the presidential succession idea. I felt then, and I feel now, that a public relations man has no business serving as the president of a professional chapter. That kind of job belongs to a working newsman.

In the course of time, I have seen a number of press clubs fold up, and for the same reason. The club governing bodies gradually became infiltrated with ad agency and PR practitioners, and usually a number of politicians. The end result was that the pure-quill newsmen were forced out because of inability to meet the increasing financial burdens, or because they simply got bored with that kind of conversation.

One of the troubles with public relations these days is that the field has filled up with people whose jobs bear absolutely no relationship to the preparation and dissemination of news in the normal sense. I was approached last week by a lad who said he was in public relations, and who turned out to be a salesman for an encyclopedia company. That's not at all unusual, and it's one of the reasons why I tell people, when asked, that I'm the press agent for Montana State University. That's at least a reasonably honest statement of what my job actually is.

With regard to the associate status, I don't believe that the "pledge" (called for in Item 5 of the report) is worth monkeying with. Regardless of a prospective member's pure intentions at the time, job circumstances change so often and so rapidly that extraction of such a pledge is meaningless. I think it is much more sensible to retain the associate status and make it apply automatically the minute a member departs from the working news category.

There is value in retaining former professional member on some kind of associated basis. I know of at least two lawyers who have contributed mightily to the auxiliary work of the fraternity, and in Chicago we had at least one industrial designer who was a very good man to have around when a job of work needed doing, but who considered it an impertinence when the suggestion was made that he mix into policy matters of the fraternity. There are plenty like him, in other professions, who still believe in the basic tenets of Sigma Delta Chi. I don't believe we should institute any bill of absolute divorce just because their jobs have changed. But I do believe that the policies of the fraternity, and its actions, should be governed by that portion of the membership which is defined in the Amendment to Article One, Sec. Two, of the Constitution as proposed by the Kilgore committee.

And I believe that when it comes to the initiation of members at the professional level, there should be absolute adherence to that same definition.

JACK RYAN
Director
Publications & News Service
Montana State University

Missoula, Montana

Editor, *The Sigma Delta Chi News*:

High respect must be accorded the report of the Kilgore Committee published in the August *QUILL*. However, the story behind its work and recommendations has never been fully or

Educator Makes an Ethical Distinction

fairly reported to the rank and file SDX membership. The time is at hand to do it. Let me try.

Since the Dallas professional chapter's formal establishment over 20 years ago it has had its share of public relations specialists. It is a strong chapter which has never missed having a weekly luncheon during its lifetime. Its members are unanimously concerned over the recommendations of the Kilgore Committee.

On April 12, 1957, a handful of top SDX officials suddenly announced a new administrative interpretation of a segment of our constitution. It was aimed at changing the status of SDX members engaged in public relations work, and the future acceptance of persons as members when engaged in the corporate phase of such work.

The April 12 interpretation sought to downgrade to "Associate Members" status all present SDX members employed in corporate public relations work. However, the said interpretation left untouched SDX members employed in a public relations capacity by either government or philanthropic enterprises.

Justification given for this absurd interpretation was the contention that since corporations or similar business firms or associations serve only the corporate or private interest, any SDX member (counsel or staff director) serving them in a public relations capacity should be relegated to "Associate" status, while denying future membership to men in this category of employment. On the other hand, members employed in government or philanthropic agencies, properly serving the public interest, were untouched by the interpretation. Thus was the issue drawn!

The proposed reform—by interpretation—dramatizes the fact that its authors had absolutely no understanding or knowledge touching the primary objectives of public relations as a major management function. That objective, traditionally, has been and still is to place primary emphasis on the public interest as distinct from the private or corporate interest. No public relations specialist, serving either as private counsel or staff director for any corporate enterprise in America would ever tolerate an effort to place corporate interest above public interest!

It should be revealed now that there is not a fragment of evidence before members of the Dallas professional chapter to show that this new interpretation ever had a speck of ground-roots motivation, influence or support from any really important source outside a handful of willful gentlemen linked with the SDX national office.

These men who framed the interpretation took it to the floor of the annual SDX convention in Houston nearly a year ago where their efforts to get it adopted were blocked temporarily. The naming of the Kilgore Committee grew out of that abortive effort.

The Kilgore Committee's recommendations vary somewhat from the original interpretation. In substance, however, they leave no room in the future for the induction of public relations specialists into SDX membership.

The time has come to learn the reaction of our national SDX membership to the Kilgore Committee's recommendations.

In my judgment those recommendations are rooted in an obsolete concept of journalism. They bear witness of the provincial view of what constitutes a journalist. I prefer the modern Satellite Age concept which sees competent public relations practitioners allied intimately with all media staffs as logical, realistic co-workers in the production and distribu-

tion of valid news. They are as much so as any city room or wire service reporter. Many public relations specialists turn in as many solid, valid news stories in a given week as a full-time newspaper reporter!

Many members may not agree. However, let us all show genuine respect for the Kilgore Committee's labors, and recommendations, without necessarily accepting them with finality. And before planning to combat those recommendations upon the floor of the San Diego convention—as many shall—let us try and learn now the honest position of the majority of our members.

This course, I believe, is wise. There is vastly more important business to claim our attention at the San Diego convention that a bitter, prolonged controversy over this public relations membership issue which may generate damning animosities highly detrimental to all.

THOMAS HUDSON MCKEE
McKee and Associates

Dallas, Texas

Editor, *The Sigma Delta Chi News*:

When a man goes into journalism, his chief loyalty is to the people—and we hope the boss will make money.

When a man goes into public relations, his chief loyalty is to the "profit" of his employer, be it corporation, government, church or other institution—and now our hope is that the boss will keep the people in mind.

Those sentences point to the distinction with which Sigma Delta Chi is wrestling. I think it is a real distinction, and nothing is gained by muddying it.

This is not to say that journalism is idealistic and that public relations is venal. This is not where the distinction lies. I have been a PR man, and my conscience is just as clear about what I did in publicity as what I did on a newspaper. Everyone can think of public relations people who are more useful to society than the editors of some sheets.

Nevertheless, the idealism which motivates our fraternity applies in one field as it does not in another. Take an example.

An officer of XYZ Corporation dips into the till. Even though the publisher fears that printing this news will endanger his business, the idealistic journalist can insist that the newspaper must print—the people have "a right to know." As for the corporation's PR man, it may or may not be smart or practical for him to put out the news. But we can hardly argue with him that the people have "a right to know." The ethics of business, not of journalism (which is a business but always more than a business), apply in his case. His first loyalty is to the management, not to the general public, and it is not easy to blame him if he finds reasons that day to be putting out other news.

The Kilgore report recognizes this kind of distinction. So I'm for it.

I've concluded we are still going to have a tough time drawing some lines. How about the agricultural information man who, while paid by government, owes primary allegiance to the farmers? Is this PR? Or is it journalism? Through life, however, we are always having to draw new lines, and we'll not get entirely away from that in SDX. In general, I favor the line where the Kilgore report draws it.

ROBERT ROOT
School of Journalism
Syracuse University

Syracuse, N. Y.

Letters to the Editor:

Member of Founding Chapter Speaks Up

Editor, *The Sigma Delta Chi News*:

Sigma Delta Chi will decide at the San Diego convention whether it will be a fraternity of newsmen or public relations men. It can't be both.

I favor the Kilgore committee's proposals for changes in the constitution because it stands clearly for a newsmen's fraternity in requiring that only newsmen be initiated. It does this in a way that will not embarrass newsmen who are members and who later take public relations jobs. Moreover it does not "purge" the existing membership.

With the adoption of the Kilgore committee recommendations the news vs pr issue need never again arise.

EDWARD LINDSAY
Editor
Lindsay-Schaub Newspapers

Decatur, Ill.

Editor, *The Sigma Delta Chi News*:

I favor adoption of the Kilgore Report. It will keep the basis of Sigma Delta Chi news.

Not advertising.

Not public relations.

Not social science, or home economics or . . . engineering.

But news.

As long as news is the basis of SDX, the organization will be meaningful for Undergraduates and Professionals alike.

Take the blood of news from the heart of SDX, and membership, instead of a cherished honor, becomes of pale importance . . . if important at all . . . to news mediums, to newsmen.

And without the support, the recognition, and the respect of news mediums and newsmen . . . Sigma Delta Chi is thirty.

ROBERT M. WHITE II
Co-editor & Co-publisher
The Ledger

Mexico, Missouri

Editor, *The Sigma Delta Chi News*:

In my opinion, the recommendations of the Kilgore Committee provided the best permanent solution to a most perplexing problem which has dogged the fraternity for years and will continue to do so, unless we decide definitely one way or the other now.

WILLIAM RAY
News Director
National Broadcasting Company

Chicago, Illinois

Editor, *The Sigma Delta Chi News*:

Earnestly endorse Kilgore Report as wisest course to preserve Sigma Delta Chi as world's greatest journalistic fraternity.

V. M. NEWTON, JR.
Managing Editor
Tampa Tribune

Tampa, Florida

Editor, *The Sigma Delta Chi News*:

"Associate Membership" is not second class citizenship but a logical long neglected measure to keep apples in our original orange containers. (Good Apples) or "P. R. men" will happily work as associates with the oranges regaining full membership, routinely, if they again become oranges in their primary allegiance—and bad apples, who are only along for the "contacts" and not what SDX must be preserved for, will leave. It's that simple if us P. R. men are good apples, as we say.

AL BALK

Chicago, Illinois

Editor, *The Sigma Delta Chi News*:

As a member of Sigma Delta Chi's Executive Council the past three years I have seen how this group has been plagued by the constitution's present language on the question of membership eligibility. How would you interpret, as part of a definition of journalism, the phrase: "... the preparation and dissemination of public information, excepting advertising"? Interpretations could be, and sometimes were, as numerous as the members of the Council. The special Membership Eligibility Committee has seen this as the key to the problem and has clarified the matter.

I was initiated into Sigma Delta Chi at the Founding Chapter, DePauw University, less than 20 years after the fraternity's beginning. Perhaps this brought me closer than many members to the aims and ideas of the fraternity. They have meant a great deal to me over the years. And in a quiet way the fraternity, by following these ideals, has done much for journalism in America.

The Membership Eligibility Committee has clearly defined journalism as "the direction of the editorial policy of, the editing of, the preparation of news and editorial content of newspapers, magazines, press or syndicate services, professional or business publications, radio and television; and the teaching of journalism. . . ." This does two things. It gives the Council, and the fraternity as a whole, a definition which can be understood and followed. It reinforces the ideas and aims pursued by leaders of the fraternity from the days of the founders on through the past 49 years.

May I urge active support of the Membership Eligibility Committee's report on all who want to see Sigma Delta Chi continue as a major constructive force in American journalism.

BUREN H. MCCORMACK
National Treasurer, Sigma Delta Chi
Vice President and Editorial Director,
The Wall Street Journal

New York City

Editor, *The Sigma Delta Chi News*:

. . . I do endorse this (Kilgore) report heartily.

DAN J. FORRESTAL
Director of Public Relations
Monsanto Chemical Company
and Immediate Past President
Public Relations Society of America

St. Louis, Mo.

..... To the Kilgore Eligibility Committee:
... as Public Relations Members
of Sigma Delta Chi

WE THANK YOU FOR RESTORING US TO FULL MEMBERSHIP!

As members of Sigma Delta Chi for many years, we appreciate your recommendation that full and complete membership be restored to us. Technically, we are now associate members, a second class citizenship we have not enjoyed. We hope that college and professional chapter delegates will accept and approve your recommendations on the complex and difficult subject of eligibility at the November national convention in San Diego.

As public relations men, too, we accept your tighter definition of journalism. Although we prepare and disseminate news stories, we admit we do so, at least in part, in the interest of our clients or employers. Newsmen, on the other hand, generally work without obligation to any special interest. Both activities may well be in the public interest but there is a fundamental difference which is important to Sigma Delta Chi. It is true that public relations men perform journalistic functions, but so do persons who tip newspapers off to stories. The latter are considered neither newsmen nor journalists.

Many of the younger and newer members of Sigma Delta Chi probably do not realize that this problem of public relations eligibility has been an irritating factor in the fraternity for years.

Sigma Delta Chi was originally founded to be a fraternity for college students interested in becoming newspapermen. In the 1930s, its activities were extended to include professional chapters and to the initiation of more professional newspapermen. As radio grew, and eventually television, newsmen in the newer media were accepted into membership. It became the only organization—and still is—to cover the broad realm of news writing and editing from reporter to editor to radio and TV newsmen. Sigma Delta Chi became truly a newsmen's fraternity.

However, in the middle 1930s, a radical change began to develop. Some of us who were newspapermen

and editors went into the newer field of public relations. It has taken time, patience and education to show news editors the great difference between press agents and public relations, but we admittedly are on the other side of the news desk.

As such, our status in Sigma Delta Chi was questioned. For a time, there was a movement within the fraternity to take away membership from anyone not in the news field. Cooler heads prevailed. Finally the associate membership was created to solve the problem and quiet the newsmen members who feared that as public relations expanded, public relations men could take over control of the fraternity.

The fear has become a danger. We recognized it early. That is why, as public relations men, some of us have never sought or held office in professional chapters. That is why we cautioned those chapters to select new public relations members carefully and to be sure that newsmen were always in the majority.

In recent years, the problem has become more acute as radio station managers, business managers, house organ editors and writers, with no news experience at all, were initiated by professional chapters. Newspapermen threatened to resign their membership.

Sigma Delta Chi faced a crisis—and still does. Some of us were among the first to suggest to the Executive Council that initiation of such doubtful memberships be discontinued and that the associate status be enforced to preserve the original purpose of the fraternity... a true newsmen's organization.

We are proud of our adopted profession of public relations. We believe it has created better understanding of business, industry and trade associations. The profession has become an important adjunct and service to news gathering. The profession also has its own organization, the Public Relations Society of America. Most of us are members and are as

proud of it as we are of Sigma Delta Chi. Its eligibility requirements are strictly enforced. One must be a public relations executive for five years to be accepted for membership. Newsmen cannot be elected to membership, but members of the Public Relations Society of America who become newsmen remain members of PRSA in good standing with full rights and privileges of regular members.

The Kilgore report suggests a solution to a problem that has been tearing Sigma Delta Chi apart. It recommends restoring to us in public relations full membership status. It does forbid initiation of professional public relations men, but it does not threaten a newsmen who becomes a public relations man with loss of his membership.

We agree with its findings and recommendations. We hope that all chapters will become thoroughly familiar with the full background of the problem that made the report necessary. We hope that both college and professional chapters will approve the report and instruct their delegates to vote for it at the convention.

WILLIAM KOSTKA
Public Relations Consultant
Denver, Colorado

ALBERT W. BATES
Public Relations Consultant
New York, N. Y.

ANTHONY G. DeLORENZO
Vice President & Public Relations
Director
General Motors Corp.
Detroit, Michigan

SYDNEY H. EIGES
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National Broadcasting Company
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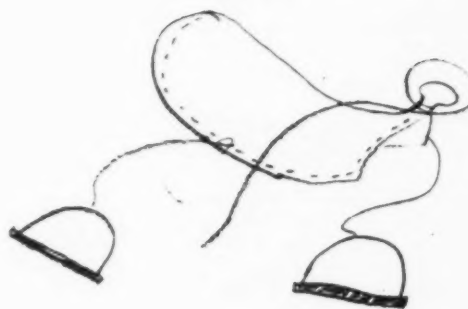
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